



### **Marketing and Communications Specialist**

The Texas State Affordable Housing Corporation (TSAHC) is a dynamic, self-supporting nonprofit created by the Texas Legislature to meet the housing needs of low- and moderate-income Texans. We do this primarily by creating and managing programs that help Texans buy homes and developers build affordable rental communities. Our work is supported by motivated team members who believe in each other and in the work we do. We invite you to find out more about us at [www.tsahc.org](http://www.tsahc.org).

The Marketing and Communications Specialist promotes TSAHC's programs to potential home buyers, lenders, REALTORS®, developers, housing nonprofits, funders, and other potential stakeholders. The Specialist will also monitor and relay the success of all TSAHC marketing efforts. This position will report to the Manager of Communications and Development.

### **Essential Duties and Responsibilities**

- Assist in developing marketing and communications plans, campaigns, events, and other activities to publicize and promote TSAHC programs.
- Manage and maintain the social media calendar.
- Create and publish social media content (including graphics and videos) on Facebook, Twitter (X), Instagram, LinkedIn, YouTube, and other social media platforms as needed.
- Create digital and print advertisements, flyers, and brochures to promote TSAHC programs.
- Create infographics to better communicate program benefits, requirements, and successes.
- Create templates for email communications sent via Constant Contact.
- Draft email announcements as needed.
- Provide Google Ads and Analytics support.
- Develop systems and processes to measure and monitor the success of TSAHC marketing efforts.
- Perform other duties as assigned to support the mission of the organization.

### **Requirements and Skills:**

- Excellent written, verbal, and interpersonal communication skills.
- Creative thinker with the ability to work independently, generate new ideas, solve problems, and adapt easily to changing priorities.
- Meticulously organized, with a keen eye for details and the ability to maintain good records.
- Good at planning and time management; ability to work efficiently and meet deadlines.
- Strong working knowledge of Microsoft Office products and SharePoint.
- Experience with Adobe Creative Suite, Canva, Google Ads and Analytics, Constant Contact, and website content management systems.
- Familiarity with and/or strong desire to learn about affordable housing issues and solutions.
- Infrequent travel may be required.
- Willingness to occasionally work more than 40 hours a week if needed.

**Education and Experience:**

- Minimum of two years' experience with demonstrated success in developing, executing, and measuring marketing and communications campaigns. Prior experience with a nonprofit or organization in the housing industry is preferred.
- Experience working with and developing communications for culturally diverse audiences (Spanish language proficiency preferred).
- Graduation from an accredited four-year college or university (additional work experience may substitute for formal education).

**Compensation and Benefits:**

This position is a full-time, hybrid, salaried position at our Austin, Texas location. Employees are required to work in the office on Tuesdays and Wednesdays.

The salary range for this position is \$50,000 to \$54,000. Compensation will be based on relevant experience. Benefits include the following:

- Healthcare plan
- Dental and vision plan
- 403(b) retirement plan with employer match
- Parental leave
- Paid holidays
- Paid vacation and sick leave
- Hybrid work schedule, with the ability to work from home Mondays, Thursdays, and Fridays
- Life insurance

We work to maintain the best possible environment for our employees where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning, and culture.

**To Apply:**

Qualified candidates are encouraged to submit their resume and cover letter by email to Laura Ross, Manager, Communications & Development, at [lross@tsahc.org](mailto:lross@tsahc.org). Please reference "Marketing and Communications Specialist" in the subject line.

Initial interviews will be conducted by phone with follow-up interviews in-person. Work samples and references will be requested as part of the interview process.

For more information on TSAHC, please visit us at [www.tsahc.org](http://www.tsahc.org).

*TSAHC is an Equal Opportunity Employer.*