



POSITION DESCRIPTION

Multimedia & Public Communications Specialist

Organization: Veterans Center

Program: Fair Housing – National Media Campaign (NMC)

Reports To: Program Director – Fair Housing

FLSA Status: Exempt

Pay/Grade Equivalent: \$45,000 – \$65,000 (depending on experience)

Collaborates With: Management & Program Analyst, Fair Housing Compliance Lead, Partnership & Interagency Manager

1. POSITION SUMMARY

The Multimedia & Public Communications Specialist leads the development and execution of integrated public communications strategies supporting the National Media Campaign (NMC) under HUD's Fair Housing Initiatives Program (FHIP).

The incumbent is responsible for digital media execution, public announcements, journal-style thought leadership content, video production coordination, and graphic design oversight. The role ensures consistent, accessible, and compliant messaging across multimedia platforms while advancing national awareness of fair housing rights.

The position operates within established governance and compliance frameworks and contributes to measurable outreach impact.

2. MAJOR DUTIES AND RESPONSIBILITIES

2.1. Public Announcements & Media Communications (20%)

- Drafts press releases and official campaign announcements.
- Coordinates public messaging related to major initiatives.
- Develops media advisories and stakeholder communications.
- Ensures messaging consistency across platforms.
- Supports crisis communications planning.

2.2. Journal & Thought Leadership Content (20%)

- Develops long-form educational articles on fair housing issues.
- Supports publication in housing, civil rights, or policy journals.
- Translates enforcement trends into accessible educational narratives.
- Coordinates expert contributions from network partners.

2.3. Video Production & Multimedia Development (15%)

- Develops video content strategy.

Multimedia & Public Communications Specialist

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Veterans Center

- Coordinates production of short-form and long-form videos.
- Oversees scripting, editing, and captioning.
- Ensures ADA-compliant multimedia accessibility.
- Manages vendor videographers where applicable.

2.4. Graphic Design & Visual Branding

- Develops campaign graphics and educational materials.
- Oversees visual consistency and brand identity.
- Creates infographics explaining protected class rights.
- Ensures materials meet accessibility standards.

2.5. Digital and Social Media Campaign Execution (10%)

Work with Vendor

- Publishes multimedia content across platforms.
- Coordinates timing of digital campaigns.
- Supports paid digital outreach initiatives.
- Engages audiences in accordance with governance protocols.

2.6. Analytics & Performance Collaboration (10%)

- Reviews engagement data with Management and Program Analyst.
- Recommends content adjustments based on performance trends.
- Supports A/B testing initiatives.
- Tracks campaign reach across demographics.

2.7. Compliance & Governance Adherence (5%)

- Submits content for compliance review.
- Ensures accessibility and protected class neutrality.
- Maintains documentation for audit purposes.

3. KNOWLEDGE REQUIRED

- Knowledge of public affairs and communications strategy.
- Understanding of multimedia production processes.
- Familiarity with graphic design software.
- Experience with video editing platforms.
- Knowledge of accessibility standards (ADA digital compliance).
- Strong writing skills for policy-related content.

4. COMPLEXITY

The role requires balancing engagement optimization with civil rights compliance while

coordinating multiple media formats and ensuring consistent national messaging.

5. SCOPE AND EFFECT

The position directly impacts:

- National campaign visibility
- Public understanding of fair housing rights
- Professional credibility of the organization
- Partner amplification success
- HUD evaluation outcomes

6. SUPERVISORY CONTROLS

The incumbent operates with substantial independence. The Program Director establishes overall objectives; the incumbent determines partnership strategy and engagement methodology.

7. MINIMUM QUALIFICATIONS

- Bachelor's degree in Communications, Public Affairs, Journalism, Marketing, Public Relations, Multimedia Production, or a closely related field.
- Minimum of 3–5 years of progressively responsible experience in public communications, digital marketing, multimedia production, or public affairs.
- Demonstrated experience developing and executing multi-platform communications campaigns, including social media, press releases, and long-form written content.
- Experience producing or coordinating video content, including scripting, editing, and accessibility compliance (e.g., captioning, alt text, ADA standards).
- Proficiency in digital content creation tools (e.g., Adobe Creative Suite or equivalent graphic/video editing platforms).
- Experience tracking digital engagement metrics and using analytics tools to inform content optimization.
- Demonstrated ability to translate complex policy or regulatory topics into accessible public messaging.
- Strong written and verbal communication skills.
- Ability to operate within structured governance and compliance frameworks.

8. PREFERRED QUALIFICATIONS

- Experience supporting communications efforts for federally funded programs or public sector initiatives.
- Knowledge of the Fair Housing Act and protected classes, or experience working within civil rights, housing, or public policy environments.
- Experience coordinating multi-state or national outreach campaigns.

- Demonstrated experience drafting press releases, media advisories, or policy-focused journal-style articles.
- Experience managing or coordinating multimedia vendors (videographers, graphic designers, production contractors).
- Familiarity with ADA digital accessibility standards and inclusive communications practices.
- Experience conducting audience segmentation analysis and optimizing campaigns based on engagement data.
- Experience collaborating with government agencies, nonprofit coalitions, or advocacy networks.
- Familiarity with brand governance standards and structured communications approval workflows.
- Experience supporting monitoring reviews or documentation requirements in regulated environments.

9. WORK ENVIRONMENT

Hybrid/Remote. Travel up to 15% for HUD monitoring or national outreach events.

10. KEY COMPETENCIES

- Strategic relationship building
- Negotiation & diplomacy
- Cross-sector collaboration
- Analytical reporting
- Cultural competency
- Program evaluation
- Communication & facilitation