



# District of Columbia Housing Authority

## Vacancy Announcement

*Central Office*

### ANNOUNCEMENT # 18-39

<b>Title: Public Relations Manager</b>	<b>Department: Office of Public Affairs and Communications</b>
<b>Grade: DS-1001-14</b>	<b>Salary Range: \$102,069 pa - \$133,178 pa</b>
<b>Opening Date: 04-30-18</b>	<b>Closing Date: Open until filled</b>
<b>Area of Consideration: DCHA Employees and the General Public</b>	

#### **Duties and Responsibilities:**

- Plans and directs the work of staff; assigns and reviews work; utilizes personnel to achieve work objectives; manages employee performance; recommends personnel actions; participates in the selection of new employees; approves and disapproves leave; resolves differences between employees; provides guidance and training opportunities;
- Manages OPA functions ensuring that areas are unified behind the overall vision of OPA. Collaborates with staff to set departmental goals, and ensures that departmental actions to achieve goals are carried out in an efficient, timely, and cost effective manner;
- Develops, plans, and executes public information programs designed to familiarize and inform the public about DCHA objectives, programs, and services;
- Directs the design and content of DCHA website to ensure that all information is kept updated and presented in an easily accessible and readable fashion;
- Oversees DCHA art direction and graphic design to ensure a consistent, professional, and aesthetically pleasing look to all DCHA content that is released to the public;
- Oversees social media presence to maximize DCHA exposure while maintaining professional standards;
- Creates, plans, and implements opportunities to acknowledge and honor DCHA staff or residents for notable accomplishments;
- Performs other related duties as assigned.

#### **Qualification Requirements:**

Bachelor's degree from an accredited college or university with an emphasis in business administration, public relations, or related field(s); and at least (6) six years' experience in marketing and public relations; and at least one of the six in a supervisory capacity; or the equivalent combination of education and experience which meet the minimum qualifications requirement may be substituted.

#### **Quality Ranking Factors:**

The following ranking factors will be used in the evaluation process. All applicants must respond to each ranking factor by providing a narrative statement addressing the factors listed below. Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you are applying. You may refer to any experience, education, training, etc. that includes the degree to which you possess the job related knowledge, skills and ability described in the ranking factors. **(over)**

***Note: Failure to respond to all ranking factors will eliminate you from consideration.***

**Ranking Factor #1:** Knowledge of policies, procedures, goals, objectives, operational entities, requirements and activities as they apply to the assigned organizational area of responsibility in the DCHA.

**Ranking Factor #2:** Mastery of communication principles, methods, practices and techniques; analytical methods; and interpersonal relations practices.

**Ranking Factor #3:** Knowledge and skill to analyze public reaction to agency programs and policies; and integrating diverse points of view in a communication strategy to establish and maintain mutual understanding with various agency publics.

**Ranking Factor #4:** Knowledge and experience in planning work assignments that effectively utilize staff.

**Other Significant Factors:**

- Applicants may be subject to background, past employment and personal history investigations.
- Applicants who require accommodations or have questions in the application process should contact the Human Resources Department at (202)535-1618.
- This position **is not** in the Collective Bargaining Unit represented by AFGE Local 2725

***For consideration please submit your application to:***

**Human Resources Department  
1133 North Capitol Street N.E., Room 222  
Washington D.C. 20002  
Fax # (202) 535-1375  
Or online at [www.dchousing.org](http://www.dchousing.org)**

**DCHA IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER**