



Director of Communications

LOCATION: SEATTLE, WA
TIMELINE: FALL 2025





Organizational OVERVIEW

Mission

To enhance the Seattle community by creating and sustaining decent, safe, and affordable living environments that foster stability and self-sufficiency for people with low incomes.

Facts

- 37,069 individuals
- 17,204 households served
- 8,777 units owned / managed
- 376 locations
- 3,564 collaborative housing units

Who we are

The Seattle Housing Authority (SHA) provides subsidized rental housing and rental assistance to nearly 38,000 people. In addition to providing high-quality housing, SHA offers tenants an array of programs to help them increase self-sufficiency and lead healthy, productive lives.

Established in 1939, SHA is an independent public corporation. SHA's first undertaking was the development of Yesler Terrace, the first public housing community in the region and one of the first racially integrated public housing programs in the country. In the time since Yesler Terrace opened in 1941, SHA has grown an extensive portfolio of high and mid-rise buildings, small multiplexes, townhomes and single-family homes located throughout Seattle.

In addition to owning and managing public housing, SHA administers a Housing Choice Voucher program that enables thousands of low-income individuals and families to rent from landlords throughout Seattle.

SHA plays a vital role in creating Seattle communities where people can thrive. SHA is nationally recognized for innovative programs, award-winning redevelopment projects, and our commitment to serving a diverse community with dignity, fairness, and respect.

A place to live, a place to grow

Position OPPORTUNITY



We are seeking a visionary, politically savvy, and mission-driven Director of Communications to lead SHA's communications strategy and elevate our voice in the community. This is a senior leadership role that requires both strategic thinking and direct execution. The new director will be responsible for revitalizing how SHA engages with stakeholders and tells our story to the public; they are also key to protecting and enhancing the agency's reputation. Diverse audience engagement is crucial, as we have a wide range of internal and external audiences, including residents, staff, community partners, elected officials, media, and the general public.

This is more than a communications job— it's an opportunity to lead the public voice of an agency that changes lives every day. You will be part of a collaborative leadership team, work on issues that matter deeply to the city, and help shape the future of affordable housing in Seattle.

EXTERNAL PRIORITIES

- Strategic Leadership – Develop and implement a comprehensive communications strategy that supports SHA's mission, priorities, and long-term goals.
- Message Development & Political Acumen – Craft clear, compelling messages that reflect nuanced understanding of the political and community landscape, ensuring alignment with agency priorities.
- Media & Public Relations – Serve as lead spokesperson; build and maintain strong relationships with media outlets; anticipate and manage high-profile and crisis situations.
- Raise Human Profile – Tell our story and the stories of our residents through mass media and collaborations with other agencies and partners.

INTERNAL PRIORITIES

- Team Leadership – Manage a talented communications team; foster a collaborative, high-performance culture; mentor and develop staff.
- Build Relationships – Improve staff connection to executive director and other SHA leaders.
- Project Management – Oversee major campaigns, publications, events, and digital initiatives from concept through delivery, ensuring they are on time, on budget, and on message.
- Break Silos – Share organizational and departmental priorities and achievements to broad audiences.
- Build Capacity: Provide expert support and guidance to other SHA leaders.

Ideal CANDIDATE



A successful Director of Communications is a forward-thinking, strategic and collaborative leader. The person in this role will have a successful track record of co-creating a team culture that is creative, transparent and agile. The Director will have an authentic commitment to the needs of residents and will foster both curiosity and accountability within the organization.



SKILLS AND COMPETENCIES

- Proven record of success in senior communications roles, preferably in leading public agencies, nonprofits, or mission-driven organizations where public engagement is a central function.
- Exceptional political judgment and ability to navigate sensitive issues with tact and discretion.
- Demonstrated ability to develop strategic, measurable communications plans and deliver impactful results.
- Strong writing, editing, and storytelling skills, with an understanding of audiences possessing varied education, economic, cultural, language and ethnic backgrounds using an appropriate and effective portfolio of communication styles and techniques.
- Experience managing media relations, crisis communication, social media, and issues management at an executive level.
- Leadership experience in building high-performing teams, including developing mastery of emerging technologies and techniques.
- Knowledge of housing, urban policy, or community development is a plus.

EXPERIENCE

- Ten years of experience in public information, public relations, journalism, marketing or related field, including five years in a leadership position.
- Bachelor's degree in communications or related field (e.g. public relations, political science, etc.) required; however, five additional years of directly relevant experience may be considered in lieu of the degree.

Compensation & BENEFITS



This is a full-time, salaried hybrid position that requires being in the SHA office Tuesday – Thursday. The annual salary range is \$141,000 - \$214,000 depending on qualifications and experience.

The Seattle Housing Authority offers competitive benefits that include health, vision and dental care coverage as well as paid holidays and up to 200 hours of paid time off. Additional benefits include Flexible Spending Accounts, Employee Assistance Program, short and long-term disability, Public Employees Retirement plan, employee transportation, Public Service Loan Forgiveness as well as access to a Deferred Compensation Program. Relocation benefits/reimbursements are not provided.

How to apply

Email your resume direct to nicole@diversityrecruiters.com

We encourage resumes from all individuals, and we are committed to providing an equitable and inclusive process.

Resumes received by September 12, 2025, will be given full consideration. Early applications are strongly encouraged. Consideration will be given to resumes as soon as they are received. Phone screens will begin September 2, 2025. Formal interviews with SHA begin week of September 22, 2025.

Questions regarding this opportunity are welcome and can be directed to:

Nicole Leckband, Managing Director nicole@diversityrecruiters.com



Nicole Leckband | *she/her*
Co-founder + Managing Director

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