

Position Announcement

Boston Society for Architecture
Managing Director of Communications and Community Engagement

Organization

The Boston Society for Architecture (BSA) is a membership-led organization dedicated to improving the quality of life for Boston-area residents by championing innovation in the built environment. We believe that some of the world's most wicked challenges are the result of bad design. These problems have led to serious societal problems including unhealthy communities, damage to our climate, and systems that oppress and cut out certain populations. As such, the BSA is engaging architects, designers, engineers, and others in the construction industry to take on those problems in new ways—providing the space for experimentation, imagination, and integrity in how those challenges are addressed. Our goal is to collaborate with Greater Boston residents and other partners to make the region a more livable place for all.

At the heart of our organization are world-renowned architects, designers, engineers, builders, and other industry professionals who have tackled built environment challenges facing our region for more than a century. The BSA serves as a hub for these architects for professional development, networking, and collaboration.

Historically, the practice of architecture has been predominantly white and male, as has been the BSA. However, in this moment of transition, we are thinking about how we do and staff our work. Equity of every kind is of vital importance as we work to answer questions like “how might we do architecture differently” in collaboration with Communities.

Position Description

Reporting to the executive director, the managing director is a senior leadership position and will lead initiatives that build and execute brand, develop a strong communications program, and foster strategic partnerships with key audiences.

The managing director will develop a comprehensive communications program for the BSA, directly managing communications that promote the organization's brand and strategic direction. This individual will recruit and build a communications team, establish or rebuild foundational digital communications tools (web, electronic newsletters, social media, etc.), and develop and execute an integrated communications plan to support the organization's goals.

Central to the managing director's responsibilities will be developing trust-based relationships with constituents that will be critical to the success of the organization's efforts to address built environment climate and equity challenges. Critical audiences include community-based

organizations, members, academic institutions, policymakers, and other nonprofit organizations.

The managing director must be comfortable working in a fast-paced organization that is launching experimental, innovation work alongside its longstanding mission of advocating for and servicing the architectural industry.

Responsibilities

Communications

- Develop and implement a strategic, integrated communications plan to advance the BSA's brand, broaden awareness of programs and priorities, and increase visibility and engagement with key audiences
- Create a public relations strategy that allows BSA leadership to cultivate and enhance relationships with targeted, external audiences, including media and influencers
- Establish or rebuild fundamental digital communications tools, including website, newsletters, social media, etc.
- Build a brand that reflects the organization's values and strategic direction
- Oversee design, production, and multi-channel distribution of the BSA's messaging, communication, and promotional campaigns
- Use data, analytics, and insights to determine campaign success, and modify strategies based on learnings
- Design proactive media, public relations, and thought leadership strategies to stimulate media interest, build brand awareness, and convey BSA messages. Serve as primary contact for media, ensuring regular contact and engagement

Community Engagement

- Serve as an external representative of the BSA, developing trust-based relationships and partnerships that are critical to the success of the BSA's efforts to address climate and equity challenges in the built environment.
- Develop a portfolio of tools and approaches for gathering input and ideas from constituents, and build effective two-way communication with these audiences
- Bring the voices representing the interests of key partners to the BSA to inform programmatic initiatives
- Facilitate partnerships across disciplines —architecture, community groups, government, and universities—that help advance the BSA's mission
- Collaborate with the BSA program staff to ensure seamless, productive relationships with outside parties

Team Development/Management

- Recruit and manage a communications and community engagement team
- Promote a culture that is inclusive, collaborative, values learning, and is committed to quality
- Mentor and develop staff using a supportive and collaborative approach
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance appraisals
- Oversee day-to-day activities, including budgeting and planning

Qualifications

- 15+ years of relevant experience
- Bachelor's degree preferred
- Demonstrated experience and leadership in managing a comprehensive strategic communications and community engagement program to advance a Boston organization's mission and goals
- Experience building trust-based relationships with community organizations, as well as other key constituencies (might include members, policymakers, nonprofits, academia)
- Innovative thinker, with a track record of launching new, creative approaches that have deepened engagement with important constituencies
- Extensive writing and editing experience (externally focused). A minimum of 5 years' experience planning, writing, and editing content for a variety of communications channels: web, social media, digital newsletters, media (press releases, briefs), etc.
- Exceptional oral, interpersonal, and presentation skills
- Strong analytical skills and experience with data analysis, and the use of data to drive decisions and achieve strategic objectives
- Collaborative, inclusive leader
- Experience building, mentoring, and coaching a team
- Strong management skills; ability to influence and engage direct and indirect reports and peers
- Ability to work in a rapidly-changing start-up environment; demonstrated flexibility in responding to shifting priorities and opportunities; ability to anticipate and prepare for future needs
- Passion for the BSA's mission and innovation work

The BSA offers a full benefits package that includes: paid time off, medical/dental/vision insurance, 100% employer-paid life and disability insurance, 401(k) retirement, professional development funding, and charitable contribution match.

The salary range for this position is \$150,000-\$180,000.

The BSA is passionate about fostering an inclusive and respectful work environment and values diversity in all its forms. Applicants of all race, color, religion, sex, gender identity and/or

expression, sexual orientation, education, national origin, marital status, genetics, disability, age, veteran status and diverse backgrounds are encouraged to apply. Candidates must be authorized to work in the United States.

How to Apply: Please send a cover letter and resume to jobs@architects.org and include “Managing Director of Communications and Community Engagement” in the subject line.