External Communications Liaison Job Description
Acknowledgments

Enterprise thanks all the affordable housing organizations which were inspired by Superstorm Sandy to improve disaster preparedness. Thank-you too, to these individuals and organizations for helping to develop the Ready to Respond: Disaster Staffing Toolkit.

Sponsors
Enterprise acknowledges the generous funding and support provided by the U.S. Department of Housing and Urban Development.


Collaborators
Learning Collaborative for Multifamily Housing Resilience: Asian Americans for Equality (AAFE), Bailey House, CAMBA Housing Ventures, Carroll Gardens Association, Community Investment Strategies, Fifth Avenue Committee, Jersey City Housing Authority, Jewish Association Serving the Aging (JASA), Lott Community Development Corporation (Lott CDC), Lower East Side People’s Mutual Housing Association (LESPMHA), Services for the UnderServed and Triple C Housing.

Thanks to all the Enterprise staff who provided valuable input to the Toolkit. The Toolkit development was overseen by Laurie Schoeman, Michelle Mulcahy and Teresa Garcia.

Special Thanks to
Peg Graham at QUA, Inc. for her initial concept development and consultation.
Worldstudio, Inc. for their strategy, art direction and design.
Janet Golrick, U.S. Department of Housing and Urban Development
Lindsay Goldman, The New York Academy of Medicine
Keith Getter, NeighborWorks America
Cynthia Barton, New York City Office of Emergency Management
Ernesto Vigoreaux, Asian Americans for Equality
Hsueh Yan, Asian Americans for Equality
Kevin Blank, Bailey House
Jeannette Ruffins, Bailey House
Wayman Young, Bailey House
Paula Greenstein, CAMBA Housing Ventures
William Dailey, Community Investment Strategies
Barbara Schoor, Community Investment Strategies
Sabine Aronowsky, Fifth Avenue Committee
Michelle de la Uz, Fifth Avenue Committee
Neg Lakew, Fifth Avenue Committee
Zully Rolan, Fifth Avenue Committee
Donald Manning, JASA
Patricia Madison, Jersey City Housing Authority
Richard Ramirez, LESPMA
Chris Cirillo, Lott CDC
Evan Bennett, Services for the UnderServed
Aaron Hoffman, Services for the UnderServed
Michael Whelan, Services for the UnderServed
Cynthia Light, Triple C Housing
Leslie Stivale, Triple C Housing

Photos by Harry Connolly, Lloyd Wolf and FEMA News Photo
Disaster Response Staffing Roles

EMERGENCY PREPAREDNESS COORDINATOR

EXTERNAL COMMUNICATIONS LIAISON

INCIDENT COMMANDER

COMMAND LEVEL ADMINISTRATOR OPTIONAL

BUSINESS CONTINUITY CHIEF

LOGISTICS CHIEF

HOUSING CHIEF

IT TEAM LEADER

HUMAN RESOURCES TEAM LEADER

RESIDENT ENGAGEMENT TEAM LEADER

BUILDING PROTECTION TEAM LEADER
Getting Started

The External Communications Liaison directs the organization’s messaging to media, funders, governmental agencies and other external stakeholders.

When a disaster strikes, the main functions include:

» Working closely with the Incident Commander and organizational leadership to confirm appropriate messaging to external parties.
» Updating the organization’s communication outlets.
» Managing incoming press inquiries.

Qualifications may include:

» Experience working with funders, government agencies and the press.
» Strong written and verbal communication skills.
» Experience using social media platforms in a professional capacity.

A likely staff member to fill this role may be:

» Director of Communications, Director of Development, Manager of Social Media or a similar position.

During the planning phase, the External Communications Liaison should:

» Establish protocols for communicating with organizational leadership.
» Review the External Communications Guide.
» Develop communication outlets for the organization including an emergency web page, phone number and email address.
» Register with the local emergency alert system.
Click here to access the Tools and Video for this role:

TO GET READY, WATCH THIS VIDEO NOW!

External Communications Liaison Video

TOOLS

External Communications Liaison Job Description

External Communications Liaison Job Action Sheet

Additional Tools

External Communications Guide
A Job Action Sheet includes specific tasks to be completed by the Disaster Response Role over eight Operational Periods before, during and after a disaster.

### Operational Periods

<table>
<thead>
<tr>
<th>Pre-Event</th>
<th>Event</th>
<th>Post Event</th>
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</thead>
<tbody>
<tr>
<td>96 hours</td>
<td>12 hours</td>
<td>Immediately after</td>
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<td>72 hours</td>
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<td>12 hours</td>
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<tr>
<td>48 hours</td>
<td></td>
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<tr>
<td>24 hours</td>
<td></td>
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</tr>
<tr>
<td>12 hours</td>
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#### Pre-Event Preparedness
In this Toolkit, Pre-Event Preparedness begins 96 hours ahead of an emergency event so an organization can best prepare for disaster response and recovery. The Job Action Sheet specifies tasks that should be completed 96, 72, 48, 24 and 12 hours before an anticipated event.

#### Event Response
During the event period, Job Action Sheets instruct all Disaster Response Roles to stay on alert.

#### Post-Event Response
Activities and tasks to be completed after the disaster is over.
The **External Communications Liaison** directs and approves the organization’s messaging to media, funders, governmental agencies and other external stakeholders,

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**Main Functions**

The main functions of this role include:

- Working with the **Incident Commander** and organizational leadership to confirm the appropriate messaging to external parties.
- Updating the organization’s communication outlets.
- Managing incoming press inquiries.

**Actions**

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
<th>Notes</th>
<th>Done</th>
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</thead>
<tbody>
<tr>
<td>Consult with <strong>Incident Commander</strong> and CEO/Executive Director on Disaster Staffing Toolkit activation and preparatory steps.</td>
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<tr>
<td>Receive Command Level Meeting announcement from <strong>Incident Commander</strong>.</td>
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<tr>
<td>Read entire <strong>Job Action Packet</strong> with tools and fill gaps as needed.</td>
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</tr>
<tr>
<td>Confirm that contact information is updated and sent to CEO/Executive Director for local elected officials, local office of emergency management, state officials, regulatory agencies, board of directors and major funders.</td>
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</tr>
</tbody>
</table>

**Operational Period**

Specific time periods before, during and after a disaster during which meetings are held and tasks are completed.

**Actions**

Important tasks to be completed during each operational period.

**Additional Information**

Space to include contact and updated document information.