

Position: Director of Communications
Supervised by: Chief Operating Officer
Supervision Exercised: Digital Communications Specialist (FT)
Classification: Full-time, Regular, Exempt
Location: Washington, DC

The National Alliance to End Homelessness (the Alliance) is a nonprofit, non-partisan organization committed to preventing and ending homelessness in the United States. The Alliance advances knowledge and educates opinion leaders about solutions to homelessness; works collaboratively with public, private, and nonprofit partners to develop and advance policy solutions to homelessness; and builds the capacity of communities across the country to achieve their goal of preventing and ending homelessness. The Alliance is the leading voice on federal homelessness programs and policy.

Job Description

The Director of Communications will develop, implement and oversee the Alliance's strategic communications component, including defining goals, objectives and priorities. Reporting to the Chief Operating Officer, the Director of Communications will work collaboratively with staff to enhance and broaden the impact of the Alliance's programs, products, and advocacy.

The ideal candidate is self-motivated, result-oriented, flexible and reliable. The candidate is an excellent writer and editor who is keenly aware of the organization's various and targeted audiences and has an eagle eye for detail. The candidate is an effective project and people manager who can confidently and credibly interact with various types of stakeholders – press, partner organizations, opinion leaders, etc. The Director of Communications **is skilled at distilling complex ideas and positions into key messages.**

Key Responsibilities

- Collaborate with senior leadership to **develop an organization-wide communication strategy** that will broaden the Alliance's programmatic impact and branding.
 - Lead the Alliance's strategic communications vision, positioning and framing to advance the organization's vision and goals.
 - Develop an annual communications plan that clearly identifies the Alliance's various stakeholder audiences and the most effective communications mediums to reach those audiences.
 - Develop and refine the Alliance's "core" messages to ensure organizational consistency.
 - Serve as a communications "visionary," consistently bringing an understanding of communications trends, best practices and technologies and how these might be best utilized given the organizational goals and resources.
 - Connect the Alliance's communications plan with development priorities to maximize resources to the organization.
- **Improve distribution of Alliance products and other key information about homelessness and solutions.**
 - Develop and implement a media outreach strategy focused on building a consistent and positive organizational presence in mainstream and specialized media that integrates product-, event-, and issue-specific outreach.

- Write, edit, and distribute communications materials, including press releases, statements, quotes, talking points and media advisories for organization's issue and program work.
- Assess and monitor and improve effectiveness of the Alliance's electronic communications (e-newsletter, social media, blog, webinars, and website), and ensure cohesive messaging and branding across all platforms, including the management of a website redesign process in the first nine months.
- Create effective spokespersons for the organization: Assist other staff in creating, honing, and delivering the Alliance's key messages to external audiences.
- Supervise Digital Communications Specialist, and manage outside agency and vendor relationships, e.g., with graphic designers, web developers, copy editors, etc., as appropriate.
- Lead adoption of new and emerging communication technologies to develop an original, engaging voice through various platforms that illustrate and amplify our mission.

Qualifications

- Enthusiasm about working on the project of ending homelessness in the United States.
- Master's degree and minimum of seven years of progressively responsible communications experience that includes a blend of advocacy and media relations.
- A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment.
- Excellent writing, editing, and communications skills, particularly the ability to write in a simple, clear style for a non-specialist audience about technical subjects.
- Extensive knowledge of web-based communications and social media strategies.
- Demonstrated management skills – ability to keep multiple people, objectives and tasks on track to meet tight deadlines.
- Excellent interpersonal skills – this position requires working effectively with other staff people sometimes under stressful circumstances.
- Demonstrated commitment to public interest work.
- Ability and willingness to learn and understand issues related to homeless and affordable housing at a very high level.

To Apply: Send résumé, detailed cover letter, and two relevant writing samples to:

National Alliance to End Homelessness
 Director of Communications Job Search
jobs@naeh.org