**National Health Care for the Homeless**

Position: Manager, Social Media + Outreach

Reports to: Senior Director, Advancement

FTE: 1.0

Start Date: Immediate

Location: Nashville or Remote

**Organizational Description:** The National Health Care for the Homeless Council (Council) is the premier national organization working at the nexus of health care and homelessness. Since 1986, the Council has brought together thousands of health care professionals, medical respite care providers, people with lived experience of homelessness, policy professionals and advocates. The Council’s 200+ organizational members include Health Care for the Homeless programs, respite/recuperative care programs, housing, and social service organizations across the country. Grounded in human rights and social justice, the Council’s mission is to build an equitable, high-quality health care system through training, research, and advocacy in the movement to end homelessness.

**Job Description**

The Manager of Social Media + Outreach (SMO) is responsible for social media, marketing communications, public relations and advertising activities and projects to expand and increase the Council’s visibility and engagement with member organizations, partners, funders, peer agencies, private and public sector organizations, thought leaders in the field and health care and homelessness constituencies across the US. Under the direction of the Senior Director of Advancement, the Manager of SMO will design, develop, implement and assess messaging campaigns and activities with cost-effective outreach strategies to expand corporate and organizational sponsorships, retain and build Council membership, and elevate the public profile of the Council and those it serves.

**Job Responsibilities**

* Develop and manage social media strategy and content, ensuring a strong Council presence on multiple platforms
* Create social media campaigns (including live tweeting) at the annual Conference and select events
* In coordination with the Manager of Media Technology, coordinate studio and remote productions for integration with social media campaigns
* Design and coordinate co-promotions of social media messaging and deliverables with partner organizations and funders
* Lead marketing communication initiatives to secure corporate and organizational sponsorships for the annual Conference
* Direct outreach plans (public relations and advertising) to retain and expand organizational memberships in the Council
* Lead market research projects to measure the success of outreach initiatives
* Develop and implement outreach projects to expand earned media/influencer relations, social media marketing and paid advertising activities by the Council, partner organizations and funders
* Integrate digital and video assets in branding activities

**Education, Experience, Skills**

* Bachelor’s degree in Communications, Public Relations, Marketing or related field or extensive direct experience in the field (Master’s degree or advanced studies preferred)
* 3+ years of experience in social media, marketing communications, media productions and public relations preferred
* Strong collaborative skills in message design, institutional branding, project execution and evaluation
* Experience with intra-team and cross-team collaboration preferred
* Strong organizational skills and the ability to multi-task and prioritize projects while working with deadlines and a fast-paced environment
* Technology skills and ability to work in a variety of communication settings (e.g., digital, video production and social media platforms)
* Capacity to produce high-level, brand-driven content

**Personal Requirements**

* Be personally supportive of the mission and values of the council
* Self-motivated and able to work with minimal supervision
* Able to adapt to a changing work environment and manage a variety of different tasks including new systems and software
* Excellent written and oral communication skills
* Strong organizational, problem-solving and time management skills
* Strong interpersonal and social skills
* Proficient in Microsoft Word, Excel, Outlook and PowerPoint
* Photography, video and design skills are highly preferred
* Commitment to a collaborative team approach to organizational tasks

**Physical Requirements**

* Primarily sitting at a computer station with some light lifting (approximately 20 pounds) occasionally
* Occasional domestic travel required (e.g., National Conference and Governing Membership meeting)

**Workplace Culture**

* The National Health Care for the Homeless Council is an equal opportunity employer. We celebrate the varied attributes, characteristics and perspectives that make each person unique and we believe that fostering a culture of inclusion is essential to Council excellence. We promote an environment of respect, communication and understanding while actively seeking opportunities to learn about and foster practices that further facilitate equity. The Council does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy, gender or identification), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, parental status, military service or other non-merit factor.

**Salary –** The established salary for the position is mid-50s depending on qualifications, experience and education for a 37.5 workweek.

**Location –** This position may work remotely.

**To Apply – ONLY** submissions with a detailed cover letter describing skills and experience directly related to the position and resume will be accepted.