Senior Communications Specialist

Overview

This position supports the communications work of the agency, with a focus on maintaining design and brand consistency and utilizing a racially equitable and inclusive approach that is aligned with department strategies and agency goals. The Senior Communications Specialist works in close partnership with a broad range of staff to meet their communications needs. In collaboration with the Senior Communications Manager, this position maintains the tools, processes and systems needed for effective communications work and supports the evaluation of goals and outcomes for the department.

Key Role Responsibilities

* Develops compelling, high-quality print and digital content for a wide variety of audiences and events. Content includes, but is not limited to newsletters, website articles, interviews, emails, client collateral, signage, clinic TV slides, social media and videos
* Works to thoughtfully incorporate racial equity and inclusion when developing and framing agency communications
* Designs templates, graphics and layout for a range of print pieces and digital platforms.
* Builds and maintains a communications calendar for social media channels as well as client communications for clinic waiting rooms
* Partners with staff across the agency to draft and design content. Responds in a timely and appropriate manner to staff requests for communications support
* Ensures brand consistency across all platforms
* Carries out administrative functions, including translation requests, photo storage and archiving, as well as “contact us” email requests from the public
* Supervises and trains communications volunteer(s) when applicable. Sets, models and reinforces clear expectations, monitors outcomes, creates a culture of open communication, and helps solve complex problems through group and individual supervision.
* Collaborates with the Senior Communications Manager in tracking and evaluating departmental metrics and performance

Key Agency Responsibilities

In addition to role responsibilities, each staff member has the following responsibilities as a part of their employment:

* Models and reinforces our core values: *dignity, authenticity, hope, justice, passion* and *balance*
* Actively participates in both performance improvement and advocacy activities that support the agency mission
* Protects clients’ personal health information by maintaining compliance with HIPAA and relevant health care related IT security regulations
* Performs other duties on an as-needed basis

Knowledge, Experience and Skills

**Formal Education and Training**

* Bachelor’s degree in Marketing, Communications, English or a related field

**Experience**

* + Three years of experience in professional communications in a corporate or nonprofit setting
  + Work with content management systems, preferably Drupal or WordPress
  + Demonstrated experience writing for the web and social media, including Instagram, Facebook, Twitter and LinkedIn
  + Experience with design, print and video production
* Proficiency with Adobe Creative Suite, Photoshop, InDesign, Illustrator and Premiere experience preferred

**Skills**

* Strong attention to detail
* Builds rapport; has strong interpersonal and effective written communications skills
* Persistent, action-oriented and deadline-driven
* Learns and adapts quickly; is self-reflective
* Holds self to high standards of honesty and integrity
* Exemplifies professionalism through positivity and good customer service
* Sets clear goals, uses action plans and knows how to prioritize

Working Conditions and Physical Requirements

* May be called upon to work beyond normal working hours and in other positions temporarily when necessary

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**Health Care for the Homeless is an equal opportunity employer and is committed to racial equity and inclusion. We make a particular effort to recruit and promote Black, Indigenous and People of Color (BIPOC) for open positions. BIPOC, LGBTQIA+ individuals, people with disabilities, and people with other marginalized identities are encouraged to apply.**