



POSITION: Director of Marketing & Communications
FTE: 1.0 FTE
FLSA STATUS: Exempt
SALARY: \$88,000 - \$122,000
START DATE: ASAP
LOCATION: National Scope: Remote or Hybrid (Nashville based)

ORGANIZATIONAL DESCRIPTION

The National Health Care for the Homeless Council (the Council) is the premier national organization working at the nexus of homelessness and health care. Since 1986, we have brought together thousands of health care professionals, medical respite care providers, people with lived experience of homelessness, and advocates. Our Organizational Members include Health Care for the Homeless health centers, respite programs, and housing and social service organizations across the country. Additional information is available at www.nhchc.org.

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. As an organization, we believe an inclusive and open environment fosters creativity, contributes to the quality of our work, and provides growth opportunities for our employees. The Council is guided by the principles of Justice, Equity, Diversity, and Inclusion (JEDI) in its internal and external work of dismantling racism and identity-based oppression as part of meaningful efforts to end homelessness and become a trauma-informed, anti-racist agency.

POSITION DESCRIPTION

The Director of Marketing and Communications is empowered to develop and execute all marketing and communications strategies for the Council. This includes managing the organization's website and social media channels, tracking and measuring the effectiveness of communications platforms, aligning communications and marketing tactics and strategies with Council events (including annual conference), and overseeing the production, branding and distribution of communications content. The Director of Marketing and Communications also works closely with other Council teams to ensure that the organization's marketing and communications efforts are aligned with the Council's mission, values and commitment to JEDI.

JOB RESPONSIBILITIES

Marketing and Communication (85%)

- Develop an overall marketing and communications strategy that ensures the Council's publications, products, and training events and organizational brand are marketed and disseminated effectively to key audiences and stakeholders.
- Ensure high-quality and consistent branding and graphic design in communications to internal and external constituencies.
- Review existing and develop new content for internally and externally facing communications and marketing.
- Oversee development of communications and marketing work plans with Council team members that execute the overall communications strategy.

- Align communications and marketing with Council work plans, project deliverables, and key performance indicators, and integrate these with development and membership functions.
- Represent organization to the public as directed by the Chief Executive Officer and manage the Council's relationship with the media. Create a media list that supports the organization's relationships with media outlets and reporters.
- Oversee the management of the organization's website and social media channels.
- In coordination with Membership Manager, ensures that Council contact lists are current and accurate.
- Track and measure the effectiveness of marketing and communications efforts.

Supervisory and Oversight (10%)

- Supervises social media and web content functions carried out by staff of the Council and contracted consultants.
- Ensure any supervised staff comply with the policies and procedures set out in the Council's Employee Handbook.

General Agency Duties (5%)

- Foster an environment that promotes trust and cooperation among all Council teams.
- Attend staff, Management Team meetings, and staff retreats.
- Participate in agency functional teams and ad-hoc committees.
- Represent the Council in meetings and conferences, as appropriate.

QUALIFICATIONS

- Hold an advanced degree in a communications or related field, or an undergraduate degree in communications or a related field with at least five years of experience in a nonprofit organization(s).
- Have at least three years of leadership and supervisory experience.
- Familiarity with the federally-funded Health Center Program preferred.

SKILLS

- Ability to express the stated mission and values of the organization.
- Collaborate well with others in a team environment and the generally participatory decision-making process at the Council.
- Communicate and work well with all levels of staff and interact with people from various backgrounds including individuals with lived experience of homelessness
- Understand how to motivate and supervise individuals within a team environment.
- Write and speak persuasively with clarity, conciseness, and precision.
- Demonstrate strong organizational skills, self-motivation, and problem-solving.
- Be organized and attentive to detail.
- Demonstrate excellent interpersonal and negotiation skills.
- Work proficiently in Microsoft Office.

PHYSICAL DEMANDS & WORKING CONDITIONS

- Position able to be remote or hybrid.
- Available for travel within the U.S. approximately 2-3 times a year, or more frequently, depending on location.

Comprehensive benefits package: Includes health, dental, vision, and life insurance; 401k with an employer contribution; and paid time off.

How to Apply: Please submit a resume and cover letter to Alaina Boyer aboyer@nhchc.org **clearly marked**
Director for Marketing & Communications. Applications without cover letters and salary requirements will not be considered.

Equal Opportunity Employer: We do not discriminate on the basis of race, sex, religion, sexual orientation, gender identity, or country of origin. The Council is committed to focusing on JEDI in all of our work, including ensuring our staff is inclusive and representative of the people we serve. People of marginalized identities and/or lived experience of homelessness are especially encouraged to apply.