



POSITION: Sr. Manager for Marketing and Communications
REPORTS TO: Director of Marketing and Communications
FTE: .8 FTE
FLSA STATUS: Non-Exempt
SALARY: \$70,000 – \$84,000
START DATE: ASAP
LOCATION: National: Remote

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.

JOB SUMMARY

Under the supervision of the Director of Marketing and Communication, this individual manages and supports the communication and marketing work of the National Health Care for the Homeless Council to drive awareness and increase engagement. This position works closely with both internal and external partners to provide creative services and communication products which appropriately represent the organization.

Job Requirements

- Propose and implement communication and marketing strategies to achieve organizational goals and objectives in collaboration with Director of Marketing and Communications and other cross-functional teams.
- Support development of updated brand guidelines and templates.

- Produce marketing and communication assets (video, photos, print collateral, social media content, etc.) while upholding the branding guidelines of the Council.
- Direct and oversee all creative and design ventures.
- Develop content (Web, print, PPT and other) that best conveys key messages and meets goals of organization.
- In alignment with overall organization goals, create and maintain a social media strategy. Lead social media content creation and manage posting and engagement.
- In coordination with the Membership and Database Manager, ensure that all contact lists are current and accurate; and that newsletters, e-blasts, and all other mass email offerings are delivered to the appropriate contacts.
- Using material provided by Council staff, prepare, and distribute Council newsletters and assigned publications. Ensure that these newsletters are shared and linked appropriately on social media and on the website.
- Must be a strategist and tactician; understanding how to develop strategies to meet organizational goals and developing the tactics necessary to fulfill the strategies.
- With the Director of Marketing and Communications, increase the visibility and brand awareness of the Council.
- Accountable for measuring and reporting social and email campaign results.

Education, Experience and Skills

- Minimum five years of hands-on, creative experience in graphic design, print collateral production, copy writing and impactful storytelling, and social media management, preferably in a non-profit setting.
- Strong attention to detail.
- Strong written, oral, and proofreading skills.
- Intermediate graphic design skills and working knowledge of related software (i.e. Adobe Creative Suite, PPT, Canva, etc.)
- Knowledge of contact management databases and platforms used to support a wide variety of social media channels, website content development, email marketing, etc. (i.e. Emma, NEON, WordPress, etc.)
- Ability to maintain confidential information concerning financial commitments of individual donors, corporations, and foundations.
- Strong organizational skills that reflect the ability to work well with multiple teams and projects inside and outside the Council.

Personal Requirements

- Able to express the mission and values of the National Health Care for the Homeless Council through actions in their work.
- Collaborate well with others in a team environment and participate in the generally participatory decision-making process.
- Able to communicate well and interact with individuals from various backgrounds, including professionals in our membership, individuals with lived experience of homelessness, all levels of staff and outside donors.
- Understand the relationship between health issues and homelessness.
- High degree of personal organization.
- Punctual and reliable.
- Self-motivated and able to work with minimal supervision.
- Exceptional human relations skills with individuals, corporate donors and foundation representatives.
- Commitment to a collaborative team approach to tasks.
- Ability to adhere to deadlines.
- Strong interest in developing new skills and capabilities.

Physical Demands and Working Conditions

- 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, life, 401k, short and long-term disability, and paid time off.

How to Apply:

- Please submit a resume and cover letter to Melissa Lien, Director of Marketing and Communications, at mlien@nhchc.org clearly marked Manager, Marketing and 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 National HCH Council is committed to focusing on equity 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.

Last Updated: 3/06/2024