

Position: Digital Communications Specialist
Supervises: NA
Supervised by: Director of Communications
Designation: Full-time, regular, exempt

The National Alliance to End Homelessness (the Alliance), a national organization recognized for its leadership in shaping policy, reforming systems and building the capacity of communities, is looking for a **Digital Communications Specialist** (DCS) to help grow the communications department and advance the organization's communication strategy. The DCS will work closely with the Director of Communications to increase engagement, raise awareness and build support for the Alliance's mission through its communications. This is a great opportunity for someone with a positive attitude, a fresh perspective and experience accelerating sustainable social impact who wants to join a team of passionate staff who are committed to ending homelessness.

The person in this role will manage the tactical execution for all multi-channel communication activities, both digital and traditional, for the organization. This is a position that requires an ability to think strategically and work with multiple teams within the organization.

RESPONSIBILITIES

Essential responsibilities include but are not limited to:

- Deliver the daily, front-line digital voice of the organization by writing, designing, managing, maintaining, proofreading, fact-checking, scheduling and executing all digital communications. In addition, the DCS will support policy objectives, media relations efforts, advocacy campaigns, and development programs.
- In consultation with the Director of Communications and other team leaders, support the development and implementation of a digital strategy that supports and empowers the Alliance's communications in order to advance policy and organizational objectives.
- Format reports, statements, blogs, and other published content to ensure brand consistency.
- Manage and coordinate creation and update of web content; responsible for content-related protocols to keep web site up-to-date.
- Ensure ongoing improvement of website, including phased updates and redesigns.
- Email campaign development and implementation.
- Manage inbound marketing system, including campaign development and data analysis.
- Create and develop media strategies and recommendations. Build and maintain media contacts and other valuable organizational relationships.
- Identify appropriate social media channels and content for targeted campaigns to increase the size, reach, engagement levels, and influence of our reach and key messages.
- Create or repackage content to ensure easy sharing with social network and other Alliance platforms

- Analyze and evaluate digital communications and social media analytics in order to continually increase impact and effectiveness.
- Other duties as assigned.

REQUIREMENTS AND QUALIFICATIONS

- Enthusiasm for working on the goal of ending homelessness in the United States.
- Bachelor's degree and at least 2 to 3 years working in a front-line professional digital and strategic communications capacity (including writing and posting daily in social media), communications, journalism or other related profession.
- Strategic media relations experience.
- Superior writing, copyediting, and proofreading skills.
- Superior task management, information management, and organizational skills.
- Superior interpersonal skills, including the ability to work collaboratively in teams.
- Tech savvy, ability to quickly adopt new social media platforms, and fluency in the social media landscape.
- Track record of success using the formats, tools, most current tactics, and best practices for social media in today's media landscape, including Twitter, Facebook, YouTube, Flickr, Tumblr, Storify, Thunderclap, blogs, and other multimedia formats and digital platforms.
- Experience executing day to day social media activity.
- Organization, ability to effectively work in a fast-paced, rapid-response environment, and ability to balance multiple projects and tasks while meeting expected deadlines.
- Ability to rapidly master new services and tech tools related to communications, media relations, campaigns, and analytics.
- Familiarity with basic HTML.
- Graphic design skills.
- Experience with Wordpress, Mailchimp, CQ Rollcall, Google Analytics.
- Experience with Microsoft Office and Adobe Creative Suite tools, such as Word, Excel, PowerPoint, Illustrator, InDesign, and Photoshop
- Experience using Meltwater and other communications and media relations tools preferred but not required.

To Apply: Send résumé, detailed cover letter, and two relevant writing samples to:
National Alliance to End Homelessness
jobs@naeh.org