

Position: Content Development Specialist
Supervises: NA
Supervised by: Director of Communications
Designation: Full-time, regular, exempt
Location: Washington, DC
Salary range: \$52,940-\$79,460

The National Alliance to End Homelessness (Alliance) is an influential national nonprofit devoted to finding and advancing solutions to homelessness. Our team is focused on making an impact. We seek a Content Development Specialist (CDS) to help grow the communications department and advance the organization's communication strategy. The CDS will work closely with the Director of Communications to develop engaging content for various platforms (e.g. print, web, social media) that helps increase engagement, raise awareness, and build support for the Alliance's mission.

If you are committed to helping the nation SOLVE the problem of homelessness, consider joining the Alliance.

What we are looking for:

The Alliance is seeking a Content Development Specialist who is committed to using their skills to help inform and educate key decisionmakers on solutions to homelessness. We seek candidates with a track record for distilling sophisticated research, policies, and best practices content into clear, high-quality materials, including infographics, social media graphics, formatted publications (such as fact sheets, research and policy briefs, and reports), website content, and digital advocacy resources. A successful Content Development Specialist will be confident, collaborative, and detail-oriented, with the ability to manage project deadlines, work through revisions, and proactively communicate obstacles or limitations in advance of deadlines.

What you will do:

The Content Development Specialist will serve as the primary point person for creating design pieces to support the organization's communication needs. In partnership with the Director of Communications, they will work to identify opportunities to create graphic content to advance the organization's core messaging, support product and event launches for the Alliance's various teams, and respond to emerging issues affecting the work to end homelessness. They will also lead website management and execution of the organization's digital advocacy platform.

Tasks will include but are not limited to:

- Design, create, or repackage visual content to ensure easy sharing via social networks, newsletters, Website, and other Alliance platforms.
- Assist in creating materials to support key annual Alliance events, including virtual and in-person conferences, webinars, annual appeals, etc.

- Manage Alliance website, including content creation and updates, as well as instituting protocols to keep website up-to-date.
- Ensure ongoing improvement of website, including phased updates and redesigns.
- Manage digital advocacy platform, including distribution of e-blasts and management of corresponding Web pages.
- Liaising with key vendors involved with these efforts, potentially including Web management firm, printers, etc.

What a successful candidate will need:

Education and Experience

- Bachelor's degree
- A minimum of 3-5 years of experience in team environments, with a history of progressively increasing responsibility.

Knowledge and Skills

Required

- Proven track record of translating complex policy and research concepts into visual formats
- Proficiency with core design platforms (Adobe Illustrator, InDesign, Photoshop, Canva)
- Basic HTML/CSS skills
- Superior project management, information management, and organizational skills
- Strong writing and editing skills
- Superior interpersonal skills, including the ability to work collaboratively in teams

Not required, but would like to have

- Background in homelessness or human services
- Basic video editing skills
- Experience with email and online newsletter platforms (Mailchimp, EveryAction, etc.)
- Familiarity with data visualization platforms (Tableau, etc.)
- Willingness to explore new platforms and tech tools related to communications, media relations, campaigns, and analytics

What we can offer you:

The Alliance is a strong, flexible team of professionals that works collaboratively to achieve its mission of preventing and ending homelessness in the nation. We offer a supportive work environment in which staff has both the responsibility and opportunity to pursue and achieve solutions to a national social problem. In addition to an environment in which every member of the staff is valued and has the opportunity to contribute, the Alliance offers the following benefits.

- Competitive salary
- Employer supported health, dental, vision, life, and disability insurance.
- 403(b) retirement plan
- Paid vacation, personal, and sick leave and a generous holiday schedule.

How to Apply:

Email resume and cover letter to jobs@naeh.org. Use Content Development Specialist in subject line of Email.

The Alliance is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.