

Position: Media Relations and Social Media Specialist
Supervised by: Senior Director of Communications
Supervision Exercised: None
Classification: Regular, full-time, exempt
Location: Washington, DC (local hybrid)
Salary Range: \$61,525-\$92,175

The National Alliance to End Homelessness (the Alliance) is a nonprofit, non-partisan organization committed to preventing and ending homelessness in the United States. The Alliance uses data and research to identify solutions to homelessness; works with Congress and the Administration to support and advance these solutions; and helps communities to implement the solutions. Recognizing the disproportionality of people of color who experience homelessness and the disparities that cause this, it undertakes its work in the context of achieving racial equity.

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 looking for a high-energy **Media Relations and Social Media Specialist (Media Specialist)** committed to helping end homelessness by advancing accurate, favorable, and consistent messages on issues related to homelessness in the United States in the media and on social channels.

What you will do:

The Media Specialist will serve as vital member of a Communications team that support the outputs of the Alliance's internal teams, while also ensuring consistent delivery of messages to the organization's priority audiences, which include: (1) those working in the homelessness services, sector; (2) federal and local policymakers; and (3) the media. Working directly with the Senior Director of Communications, the Specialist will develop and execute media strategies that elevate the Alliance's priorities and outputs, and ultimately re-shape the nation's understanding of homelessness.

Media Relations

- Manage external media relations and outreach, including the development of media pitches, press releases, talking points, and messaging. This position will require the ability to proactively craft pitches to targeted reporters while also managing a high volume of daily incoming media queries.
- Develop relationships with top-tier national, regional, and policy news outlets across all relevant media channels (including print, broadcast, and online).
- Contribute to the development of communications strategies for major Alliance announcements, priorities, and events. Collaborate closely with members of the Communications team and across the organization to execute strategies.
- Oversee management of media lists and database.
- Develop metrics reports that highlight the impact of Alliance coverage.
- Assist spokespersons by developing messaging and guidance for media opportunities and interviews. Support media training sessions for Alliance spokespeople.
- Monitor and share daily news clips with staff to identify emerging trends, track favorable and unfavorable trends in coverage, and identify key reporters.
- Develop and execute media strategies, including (but not limited to) the creation of: strategy documents, spokesperson messages, written materials (i.e., press releases, media alerts, fact sheets, backgrounders, op-eds etc.), pitch letters, social media content, etc.

- Work closely with partner organizations to support collaborative media outreach efforts.

Social Media

- Populate Twitter, Facebook, and LinkedIn content for the Alliance's social media accounts.
- Work with the Senior Communications Director to craft social media strategies that support the Alliance's position on key issues, promote Alliance events, and support product releases.
- Regularly create social media toolkits to extend Alliance social media strategies to internal and external partners.
- Manage 5-7 staff social media ambassadors by offering them sample content to share on their professional accounts.
- Monitor and report on industry trends in social media usage and engagement to inform Alliance social media content and strategies.

Other Responsibilities

- Develop content and speakers for Alliance conferences and events.
- Contribute to Alliance publications and website.
- Represent the Alliance at meetings and conferences as appropriate.
- Other duties as assigned by the Senior Director of Communications and CEO.

What a successful candidate will need:

Education and Experience

- Bachelor's degree or equivalent experience.
- Four to six years relevant experience working directly with the media. Experience working on homelessness, affordable housing, or justice-oriented issues is preferred.
- Journalism or public relations experience are a plus.

Knowledge and skills:

- Demonstrated commitment to having an impact on homelessness, poverty, or related issues.
- Expert understanding of news media with a demonstrated track record for securing positive media coverage on challenging issues. Experience writing and placing op-eds is desired.
- Excellent written and oral communication skills, including the ability to communicate complex concepts through clear and simple messages.
- Ability to independently develop and execute strategies, communicate updates, and report on outcomes.
- Strong news judgment with an ability to prioritize competing opportunities and independently manage multiple projects on deadline.
- Ability to communicate non-partisan messages in a deeply partisan news environment.
- Strong command of written tone and voice.
- Experience managing an online media database and related tracking tools.
- Experience independently managing social media feeds, including familiarity with design specs, automated social media platforms (i.e., Buffer, Hootsuite, etc).
- Demonstrated experience and ability to recognize and respond to the ways race, ethnicity, sexual orientation, and gender identity intersect to further promote racial equity and social justice.
- Demonstrated experience and ability in working with marginalized or vulnerable populations (e.g., LGBTQ, people with disabilities, people experiencing homelessness, etc.)
- Working knowledge of federal poverty and preferably homeless programs is preferred.

What we can offer you:

The Alliance is 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.

- Hybrid work environment. *Currently up to four days telework and one eight-hour day in the office each week.*
- 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, cover letter, and two relevant writing samples to jobs@naeh.org. Use Media Relations and Social Media 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.