

**Job Title:** Communications Advisor, 20,000 Homes Campaign  
**Reports to:** President & CEO  
**Employee type:** Full-time, 37.5 hours per week

### **The Canadian Alliance to End Homelessness**

The Canadian Alliance to End Homelessness (CAEH) leads a national movement of individuals, organizations and communities working together to end homelessness in Canada. The CAEH works toward a Canada without homelessness. We do it by helping communities and governments across the country apply proven approaches to transform programs, policies and systems toward the goal of ending homelessness.

CAEH holds the following core values:

- We believe ending homelessness is possible
- We believe in the Right to Housing
- We are resolutely and solely focused on our mission to end homelessness
- We act in service to all Canadians at risk of or experiencing homelessness
- We have a bias for action
- We will fail forward
- We believe that there is hope and opportunity
- We will act with integrity
- We are committed to equity, diversity and inclusion
- We seek to be leaders in Reconciliation with Indigenous Peoples

### **The 20,000 Homes Campaign**

The [20,000 Homes Campaign](#) a national change movement focused on ending chronic homelessness in 20 communities and housing 20,000 of Canada's most vulnerable homeless people by July 1, 2020. The 20,000 Homes Campaign has 44 communities who have signed-up which the 20,000 Homes Campaign Team will support through a structured process over 2018-2020 to work towards [functional zero on chronic homelessness](#). This movement will transform Canada's response to homelessness by: mobilizing Canadian citizens, communities and governments to act; by getting results that prove homelessness is solvable; and, by putting in place systems proven to prevent and end homelessness.

### **The position**

Reporting to the President & CEO, the Communications Advisor (CA) is a hardworking, entrepreneurial, results oriented leader dedicated to ending homelessness in Canada. Drawing from 10 years' experience in communications, marketing and/or political campaigning and using superb writing skills and creativity, the Communications Advisor's mission is to mobilize Canadians to care about ending homelessness, believe it is possible and to act. The CA will play an essential role in ending homelessness in Canada by building support for our movement and sharing our proven approaches for the transformation of programs, policies and systems with communities and governments across the country.

For the time being, the CA will be the lone communications professional in the organization and must be as comfortable developing marketing and communications strategy as they are at rolling up their sleeves to do the tactical nitty gritty of marketing and communications. The CA must be bilingual (French and English) and have a highly sophisticated knowledge of social media strategy and tactics. The Communications Advisor will be responsible for all editorial direction, design, production and distribution of organizational marketing and communications materials including publications, website content, blogs, mailing list emails, social media posts and videos ensuring regular and frequent communication with CAEH supporters and key audiences.

The CA will demonstrate flexibility in organizing and undertaking work; show a high degree of initiative, independence, discernment, creativity and resourcefulness; exhibit excellent communication and relational skills; be

focused on delivering a high-quality product and customer satisfaction; demonstrate thoughtfulness and intelligence in decision making; and, has a single-minded focus on outcomes for ending homelessness.

The Communication Advisor will work in a tight-knit team working remotely from home offices across the country.

#### **Qualifications**

- Passion for ending homelessness, a belief its possible, and a sense of urgency to get there.
- Bachelor's degree or equivalent.
- Ten years previous work experience in marketing, communications and/or political campaigning.
- Expert knowledge of multiple web and social media platforms including (but not limited to) WordPress, Facebook, Twitter, Instagram, LinkedIn
- High level of proficiency with website development and writing
- Experience working with external graphic designers on websites and publications.
- Experience planning and developing video content for social media and training purposes
- A talented and persuasive writer who is able to work quickly under tight deadlines.
- An effective and compelling story teller who uses creativity and humour and to build support our mission and empathy for people experiencing homelessness.
- Experience working with the mainstream media is preferred but not required
- Experience with facilitation, public speaking, and coaching.
- Ability to manage projects in a fast paced, virtual team environment toward aggressive timelines and
- The ability to cope with and embrace change, risk, ambiguity and uncertainty.
- Ability to work independently in a virtual office setting and self-manage to achieve aggressive goals while being a strong team player.
- Excellent verbal and written communication skills
- Bilingual, English and French, both oral and writing skills is required.
- Strong negotiation, mediation and listening skills.
- Receives and relays criticism constructively; comfortable managing conflict and disagreement to a productive conclusion.
- Willingness to embrace and actively support the unique culture and values of the Canadian Alliance to End Homelessness.

#### **Defining Success for this Position:**

- Effective communication and marketing strategies have supported the widespread transformation of programs, policies and systems using the proven approaches advocated by the CAEH.
- The CAEH and 20,000 Homes Campaign enjoy broad public and government support evidenced by social media following, funding support and ability to influence public policy on housing and homelessness.

#### **Essential Duties and Responsibilities**

- Responsible for creating, implementing and measuring the success of:
  - a comprehensive marketing and communications strategy to build the movement to end homelessness - mobilizing Canadians to care about ending homelessness, believe it is possible and to act;
  - all organizational marketing and communications activities and materials including publications, website content, blogs, social media and videos ensuring regular and frequent communication with CAEH supporters and key audiences; and,
  - publications, website content, blogs, videos and other materials to document and share the tools and strategies employed by the CAEH to end homelessness.
- Ensure articulation of the Alliance's desired brand, ensuring consistent communication of our brand throughout the organization
- Coordinate the appearance of all organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Support the President & CEO with media relations acting as spokesperson as requested by the CEO
- Support the President & CEO with fund development communications

- With the Director, 20,000 Homes Campaign, develop, coordinate and oversee programs, technical assistance and resource materials to assist 20,000 Homes Campaign communities in the marketing, communications and positioning of their activities.
- Provide coaching to 20,000 Homes Campaign communities on marketing, communications and ‘building the will’ to end homelessness.
- Participate in strategic planning and implementation for the CAEH and the 20,000 Homes Campaign with a commitment to constant improvement.
- Serve as a confident and compelling spokesperson for the Alliance with external audiences and our supporters.
- Assist in the capture and dissemination of learning and best practices from high performing communities as a strategy for scale.

#### **Software Applications Used**

- Microsoft 365
- Twitter, Facebook, LinkedIn
- MailChimp
- WordPress
- Microsoft Office
- Google Business Apps
- Collaborative Customer Service Software TBD
- GoTo Webinars/Meetings
- Survey Monkey

#### **Work Environment, Salary and Travel**

- This position can be located anywhere in Canada with preference for a location that is easily accessible to an international airport.
- This position requires the ability to work from a virtual/home office location without the standard support available at a business office.
- A significant amount of travel is needed in this role and the successful candidate should expect to travel 7 to 10 days per month on average.
- The salary range for this position is \$70,000-90,000 annually (with an additional 10% in lieu of benefits) and will be based on experience.