

Job Title: Director, Marketing & Communications  
Reports to: President & CEO  
Employee type: Full-time, 37.5 hours per week  
Direct reports: 2+

### **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 transforming programs, policies, and systems toward the goal of ending homelessness.

### **The Position**

The CAEH is looking for a Director of Marketing and Communications who loves political campaigns and is a gifted storyteller and organizer with a proven track record of building support for an issue or cause. We are looking for someone who excels at advocacy campaign strategy and has an expert knowledge of digital advocacy technology and who can use their marketing and communications skills to identify, mobilize, engage, and motivate supporters.

Reporting to the President & CEO, the Director of Marketing & Communications is a compelling leader with a minimum of 5+ years' of increasingly senior experience in marketing and/or political campaigns. The successful candidate will use their superb writing skills and creativity to build and lead a marketing and communications team that mobilizes Canadians to care about ending homelessness, believe it is possible and to act.

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

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

- Create, implement, and measure the success of a comprehensive marketing and communications strategy that: mobilizes Canadians to care about ending homelessness, believe it is possible and to act; to build the political power of our movement, and most importantly the people we serve, to address Canada's housing crisis and end homelessness.
- Create, implement, and measure the success of a knowledge mobilization strategy to accelerate progress on ending homelessness by sharing our proven approaches for the transformation of programs, policies and systems with communities and governments across the country.
- Ensure articulation of the Alliance's desired brand, ensuring consistent communication of our brand throughout the organization, coordinating the appearance of all organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Support the Lead, Philanthropy and Campaigns to develop and deliver a comprehensive fundraising strategy including Demand More sponsorship and annual giving.
- Lead CAEH's national and regional issue advocacy work including strategy and execution.
- Act as National Campaign Director for the Vote Housing campaign
- Organize and lead a Vote Housing national advocacy campaign school
- Develop and implement online advocacy training modules for the sector
- Develop and execute grass-tops and digital grassroots engagement campaigns for both CAEH and Vote Housing to move policy, engage supporters, and anchor and develop our volunteer and supporter engagement work with our Field Organizer.
- Develop a multi-year strategic plan for the CAEH and Vote Housing.

- Work closely with our contract event management company and the President & CEO, lead the planning and implementation the annual National Conference on Ending Homelessness.
- Manage all media relations, including networking, writing press releases and media advisories. As well as creating media strategies for any launches, campaigns, or announcements.
- Co-host national podcast, On the Way Home, with Blue Door. This includes weekly communications supports, developing scripts and series, reaching out to guests, exploring sponsorships and all promotional materials.
- Support the Built for Zero Canada team and our Training and Technical Assistance Program with marketing and communications support, including marketing strategy, promotions, webinar support, learning sessions support, newsletters, social media and more.
- Responsible for all CAEH, Allied Network and campaign social media, including the creation and execution of all social media strategies (graphics, writing, posting, etc.)
- Overseeing the creation of an Annual Report.
- With the Directors of various teams under the CAEH umbrella, develop, coordinate and deliver training, coaching and resource materials to assist communities in marketing, communications and advocacy campaigns to support local efforts to end homelessness.
- Provide communications support to all the Allied Networks, including newsletters, social media and more.
- Assist in the capture and dissemination of learning and best practices from high performing communities as a strategy for scale.

### **Qualifications**

- Passion for ending homelessness, a belief its possible, and a sense of urgency to get there.
- Bachelor's degree or equivalent education/experience.
- Minimum of five plus (5+) years increasingly senior work experience in marketing and/or political campaigning and/or issue advocacy campaign experience (from management to implementation and execution).
- History of effectively leading digital-first advocacy campaigns, managing volunteers, coalition partners, and projects in a dynamic campaign setting.
- Experience in policy review, communicating summaries of impact, and developing a plan of action to mobilize stakeholders appropriately.
- Demonstrated understanding of Canada's political, social, and economic landscape.
- Expert knowledge of multiple web and social media platforms including (but not limited to) WordPress, Facebook (including Facebook Business Manager), Twitter, Instagram, LinkedIn, Nationbuilder, NewMode.
- 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
- Experience working with the mainstream media is preferred but not required
- Bilingual, English and French, both oral and writing skills is considered an asset.
- Political campaign management experience considered a major asset
- Ability to travel 7-10 days per month on average
- Ability to work independently in a virtual office setting and self-manage to achieve aggressive goals while being a strong team player.

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

- This is a full-time position (37.5 hours/week)
- This position can be located anywhere in Canada with preference for a location that is easily accessible to an international airport.
- The salary range for this position is \$100,000 to \$110,000 annually (plus benefits) and will be based on experience.

### **Diversity and Inclusion**

CAEH strives for inclusion and diversity by attracting extraordinary people from diverse backgrounds and lived experiences. Candidates with lived experience of homelessness and/or who self-identify as being from a marginalized community, including Indigenous peoples, racialized persons, persons with disabilities, and 2SLGBTQIA persons, are encouraged to apply and will be prioritized. We ask that these candidates indicate their relevant identities in their cover letters.

**Does this role sound like a good match for you?** Please take the time to tell us about yourself in a cover letter and how you are a good fit for this role. **Please submit your cover letter along with your resume** by Tuesday, June 28, 2022. Apply Here:

<https://pesceandassociates.talentnest.com/en/posting/97613/location/122891>.

We thank all applicants, but please note that only qualified candidates considered for an interview will be contacted.