

## ***Canadian Alliance to End Homelessness & National Right to Housing Network – Communications and Marketing Advisor***

**One-year Term Contract – November 2020 to October 2021(\$41 per hour, 37.5 hours a week until Feb. 28, then 18.5 hours per week until contract end)**

### **Canadian Alliance to End Homelessness & National Right to Housing Network**

#### **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. We work towards a Canada without homelessness by helping communities and governments apply proven approaches to transform programs, policies and systems. [Our small but mighty team](#) is resolutely and solely focused on our mission to end homelessness, united by our [shared values](#). Our organization includes our [Allied Networks](#), [Built for Zero Canada](#), [CAEH Training & Technical Assistance](#), [Recovery for All](#), as well as our annual [National Conference on Ending Homelessness](#).

#### **National Right to Housing Network**

[The National Right to Housing Network](#) (NRHN) is a broad-based, grassroots civil society network established to fully realize the right to housing in Canada. The goals of the network are to: hold government to account for the implementation and growth of Canada's commitment to the right to housing as a fundamental human right; and, build the community-based infrastructure and culture that supports meaningful implementation of the right to housing. The NRHN is a CAEH Allied Network.

The NRHN includes a [Steering Committee](#) of key leaders, thinkers, experts, and people with lived experience of homelessness and inadequate housing. In addition to the Steering Committee, the NRHN has working groups to organize collaboration on research, government relations, community initiatives, strategic cases, and ad hoc issues as they arise. The Network launched in February 2020, and now includes over 260 members, including over 65 organizational partners.

### **The position**

Reporting to the CAEH Communications Advisor, the Communications and Marketing Advisor is a bilingual (French and English), hardworking, highly organized, and a skilled communicator dedicated to the right to housing and ending homelessness in Canada. **This role will be split between the CAEH and NRHN until December 31, 2020—then a focus on NRHN communications until the contract ends.**

Drawing from 5 years' experience in communications, marketing and using superb writing skills and creativity, the Advisor mission is to mobilize people across the country to make the right to housing live in Canada and support the work of the CAEH's mission—particularly in the context of COVID-19. The Communications and Marketing Advisor must have a highly sophisticated knowledge of social media strategy and tactics. They will be responsible for editorial direction, design, production and distribution of Network marketing and communications materials including publications, website content, blogs, mailing list emails, and social media posts ensuring regular and frequent communication with NRHN audiences. The other half of the time will support CAEH communications (until December 31, 2020), including work with its Allied Networks with a focus on social media and writing.

The Communications and Marketing Advisor 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; and be focused on delivering a high-quality product. They must demonstrate thoughtfulness and intelligence

in decision making, as well as a passion for social justice and a willingness to both develop communications strategies and do the tactical nitty gritty of marketing and communications for the NRHN, and support communications work for the CAEH.

The Advisor will work independently from a home office. They will be supported by the CAEH Communications Advisor, NRHN Project Manager and NRHN Steering Committee through regular online video conferencing and conference calls.

### **Qualifications**

The position requires a passion for social justice, a belief in the right to housing and a sense of urgency to end and prevent homelessness in Canada. The successful candidate will be bilingual (English/French) and have at minimum, a bachelor's degree in a related discipline with 5 years' experience in communications and marketing. In addition, the position requires:

- Bachelor's degree or equivalent. We also value relevant experience.
- Excellent verbal and written communication skills are required
- Expert knowledge of multiple web and social media platforms including (but not limited to) WordPress, NationBuilder, Facebook, Twitter, Instagram, and LinkedIn
- Experience working with diverse stakeholders in networks or coalitions
- High level of proficiency with website development and writing
- Experience working with external graphic designers on websites and publications
- A talented and persuasive writer who is able to work quickly under tight deadlines
- Ability to manage projects in a fast paced, virtual team environment toward aggressive timelines
- The ability to cope with and embrace change, risk, ambiguity and uncertainty
- Ability to forge strong team relationships in a virtual office environment
- Receives and relays criticism constructively; comfortable managing conflict and disagreement to a productive conclusion
- Strong understanding and acceptance of the causes of homelessness and best practices for ending it
- Willingness and ability to work with multiple cultures in an inclusive and respectful manner
- Willingness to work from a home office (some office necessities will be provided)

### **Responsibilities**

- Responsible for creating, implementing and measuring the success of:
  - a comprehensive marketing and communications strategy to build support for the meaningful implementation of the right to housing;
  - all Network marketing and communications activities and materials including publications, website content, blogs, social media and videos ensuring regular and frequent communication with NRHN supporters and key audiences; and,
  - publications, website content, blogs, videos and other materials to document and share the tools and strategies employed by the NRHN.
- Participating and communications support for NRHN virtual and in-person events
- Copy-editing of other NRHN materials including government submissions and fund development proposals
- Participating in strategic planning and implementation for the NRHN with a commitment to constant improvement
- Being an advocate for the right to housing and homelessness with a single-minded focus on outcomes for people for who's right to housing is not being met.
- Working with the CAEH and supporting COVID-19 communications projects and efforts, content creation, setting up webinars, website updates, social media, and Allied Network communications.

### **Other Expectations**

- Proactively promote the right to housing.
- Always work with participants from a participant-focused and strength-based approach.
- Ensure any contact or communication with network members, network leaders, government groups, organizations, and other stakeholder occurs in a professional manner.
- Ensure expenses and other required reports are submitted on time and accurately.
- Act and operate with the highest possible ethical standards including but not limited to: avoiding real or perceived conflicts of interest; protecting client, volunteer and donor confidentiality; working with integrity; protecting human rights; ensuring transparency; and, ensuring a high standard of public accountability.

#### Software and Technological Applications Used

- Canva
- Microsoft 365
- Microsoft Office
- Microsoft Teams
- Google Docs
- NationBuilder
- Meet Edgar
- WordPress
- Collaborative Customer Service Software (TBD)
- Zoom Online meetings and webinars
- Survey Monkey
- Social Media (Twitter, Facebook, Instagram)
- Adobe Acrobat (Acrobat Reader, Photoshop, Premiere Cut Pro)

#### Work Environment

- 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 traditional office.

#### Application Process

***We prioritize the hiring of people with lived experience of homelessness, and people who self-identify as being from marginalized communities, including Indigenous peoples, racialized persons, and 2SLGBTQIA people***

- **Deadline to apply is October 14, 2020.** Please include a cover letter expanding on your related experience and why you want to work for the CAEH and National Right to Housing Network, and send it to info@caeh.ca with subject line, "Communications and Marketing Advisor Application."
- The expected start date is early November 2020, \$41per hour, 37.5 hours a week until February 28, 2021, and then 18.5 hours a week until the contract ends.

*Please note, only selected applicants will be contacted to continue in the hiring process. Please do not follow-up once you've sent your application.*