

## **Communications Coordinator**

Connecticut Coalition to End Homelessness

Hartford, CT 06106

Temporarily remote

### **Qualifications**

- Bachelor's (Preferred)
- Writing Skills: 2 years (Preferred)
- Marketing / Communications: 2 years (Preferred)
- English (Preferred)
- Spanish (Preferred)

### **Full Job Description**

#### **Job description**

The Connecticut Coalition to End Homelessness (CCEH) leads the statewide collaborative effort to end homelessness in Connecticut including over 100 organizations and individuals. CCEH advances our mission to bring about an end to homelessness in the State of Connecticut through coalition-building, policy leadership and advocacy, research and data analysis, training and technical assistance, and direct administration of flexible financial assistance for people experiencing or on the verge of homelessness. CCEH is seeking a talented, motivated Communication Coordinator to coordinate external communications for the organization. The successful candidate will work with colleagues to shape and coordinate communications to different stakeholder groups including providers, government agencies, legislators, funders, business and industry, faith-based organizations, and individuals. This position will play a critical role in supporting the organization's messaging in the press, through marketing materials, proposals and advocacy materials, in social media, and through major flagship events including the organization's annual conference, which brings together more than 500 key players in the field of homelessness to explore best practices and shape the future of efforts to end homelessness in the state. The successful candidate will be an exceptional writer and communicator with the capacity to harness oral and written communication to engage, motivate, and inspire our coalition in shared efforts to prevent and end homelessness in Connecticut.

#### **Primary Tasks:**

- **Press:** Work with CCEH staff to maintain list of press contacts and develop and implement strategy for managing CCEH's presence in local and national press.
- **Social media:** Develop and implement strategy for advancing CCEH's strategic goals through social media; Lead organizational presence on Facebook and Twitter to market events, create awareness, generate interest in volunteering, engage potential donors, and provide information for our members and broader community
- **Online:** Maintain CCEH's online presence including CCEH website, youth-help.org, behomeful.org, and ctcanada.org; Update and maintain website resource pages and related web content for all relevant projects. Assure that websites are accessible and current.
- **Provider communications:** In conjunction with project/program leads, develop communications strategies to engage and inform providers on relevant project/program details, new laws, regulations, protocols, trainings, resources, announcements, and events/invites that could assist them in their work to end homelessness and alert them about CCEH supports.
- **Newsletters and email Blasts:** Coordinate mailing list data, monthly newsletters, and e-mail blasts including Cold Weather Alerts issued by the Governor, funding announcements, and other material relevant to providers.
- **Events management:** Work with the Development and Communications team to coordinate the planning of the Annual Training Institute conference. This includes recruiting and coordinating

with speakers and workshop presenters and overseeing event logistics, including invitations, marketing, registrations, speaker arrangements, timelines, and event flow. In addition, assist with meeting and event coordination for other regional and statewide gatherings including CAN Service Tours and Private Sector Working Group tours.

- **Writing and tracking:** Assist staff in drafting language or grants, contracts, reports, and other written materials.
- **Marketing and advocacy:** Assist in development of marketing and advocacy collateral to engage strategically significant target audiences.
- **Volunteer engagement:** Assist in coordinating strategy for engaging volunteers in grassroots communications.
- **Cultural Competency Improvement:** Enhance the cultural competency of outgoing communications; develop and implement communications strategies to reach key constituencies, including vulnerable populations who have been less likely to access homeless services, such as minorities, youth, and immigrant groups.

### **Qualifications and Skills**

#### **Requirements:**

- Minimum 2 years related work history (project management and event planning experience preferred).
- Bachelor's Degree required; advanced degree or concentration in communications preferred.
- Experience with social media required; grant-writing skills and communications a plus.
- Event-management experience preferred.
- Exceptional oral and written communications skills required (fluency in English required; fluency in Spanish preferred).
- Excellent organizational and interpersonal skills required and attention to detail essential.
- Strong communication and prioritization skills with the ability to work strategically in a fast-paced environment needed.
- Strong computer skills (Word, Excel, Outlook, graphic capabilities, and social media) and capacity to quickly master new technologies required.
- Experience with Constant Contact, Salesforce, and WordPress preferred but not required. Must also have talent in problem-solving and be very proactive and flexible.
- Positive attitude and sense of humor required.
- Valid driver's license required and daily access to personal vehicle.
- **Flexibility to work evenings and weekends on occasion.**

#### ***APPLICATIONS WITHOUT A COVER LETTER WILL NOT BE CONSIDERED***

Job Type: Full-time

Pay: \$20.00 - \$23.00 per hour

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Health insurance
- Life insurance
- Paid time off

Schedule:

- 8-hour shift
- Monday to Friday