

National Right to Housing Network – Communications Coordinator (with support to the Canadian Alliance to End Homelessness)

Seven-Month Term Contract – December 1, 2021 to July 31, 2022 (\$38-41 per hour, 37.5 hours a week)

National Right to Housing Network & Canadian Alliance to End 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 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 350 organizational and individual members.

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](#), Vote Housing, as well as our annual [National Conference on Ending Homelessness](#).

The Position

Reporting to the NRHN Interim Project Manager and CAEH Communications Advisor, the Communications Coordinator is a skilled communicator dedicated to the right to housing and ending homelessness in Canada. **This role will be split between the NRHN and CAEH, where 3 days a week will be committed to the NRHN and 2 days a week will be committed to the CAEH.**

The Communications Coordinator will be responsible for:

- Developing, implementing, and measuring the success of a comprehensive marketing and communications strategy to build support for the meaningful implementation of the right to housing
- Creating all NRHN marketing and communications materials (including publications, website content, blogs, social media, newsletters, and videos) as well as ensuring regular and frequent communication with NRHN supporters and key audiences
- Supporting the creation of knowledge mobilization materials to document and share the tools, strategies, and research of the NRHN
- Conceptualizing, writing, and designing accessible content on the right to housing for rights-claimants, community members, service providers, government officials, and other key stakeholders
- Copy-editing NRHN materials including government submissions and fund development (i.e. grant) proposals

- Leading public relations for the NRHN, including writing press releases and managing media requests (in collaboration with the Interim Project Manager)
- Participating in and offering communications support for NRHN virtual and in-person events
- Participating in strategic planning and implementation for the NRHN, with a commitment to constant improvement
- Working with the CAEH Communications Advisor to support a communications strategy that pushes forward efforts to end homelessness in Canada
- Supporting campaigns, developing content, writing a new monthly blog, setting up webinars, and coordinating social media for the CAEH and its partner Allied Networks
- 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

Drawing from their experience in communications and using superb writing skills and creativity, the mission of the Communications Coordinator is to make the right to housing accessible *and* support the CAEH's mission to end homelessness. The ideal candidate will have sophisticated knowledge of social media strategies and tactics. They will be responsible for editorial direction, design, production, and distribution of Network marketing and communications materials including publications, website content, blogs, newsletters, and social media posts, while ensuring regular and frequent communication with NRHN audiences. The other half of their time will support CAEH communications, including work with its Allied Networks, with a focus on social media, writing, and working with the CAEH Communications Advisor on delivering the overall communications strategy.

The ideal candidate will demonstrate thoughtfulness and intelligence in decision-making, as well as a passion for social justice and a willingness to both develop relationships, create human rights content, and do the tactical nitty gritty of communications for the NRHN while supporting communications work for the CAEH.

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

Candidates with lived experience of homelessness and/or who self-identify as being from a marginalized community, including Indigenous peoples, racialized persons, 2SLGBTQQIA persons, or persons with disabilities are encouraged to apply and will be prioritized. We ask that these candidates indicate their relevant identities in their cover letters.

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 and housing need in Canada
- Bachelor's degree or equivalent (we also value relevant experience in lieu of a degree)
- Excellent verbal and written communication skills
- Knowledge of multiple web and social media platforms including (but not limited to) WordPress, Facebook, Twitter, Instagram, LinkedIn, and NationBuilder
- Experience working with diverse stakeholders (ideally in networks or coalitions)
- Proficiency with website development, design, and writing
- An eye for user-friendly design and an ability to produce social media, website, and newsletter graphics

(using Canva or other design applications)

- 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
- Willingness and ability to work with multiple cultures in an inclusive and respectful manner
- Willingness to work from a home office

Other Expectations

- Proactively promote the right to housing.
- Always work with partners and rights-claimants from a participant-focused and strength-based approach.
- Ensure any contact or communication with Network members, 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, LinkedIn)
- Adobe Acrobat (Acrobat Reader, Photoshop, Premiere Cut Pro)

Work Environment

- This position can be located anywhere in Canada.
- This position requires the ability to work from a virtual/home office location without the standard support available at a traditional office.

Application Process

- **Deadline to apply is November 24, 2021.** Please include a cover letter expanding on your related experience and why you want to work for the National Right to Housing Network, and send it to michele@housingrights.ca with subject line, "Communications Coordinator Application."

- **The expected start date is early December 2021, \$38-41 per hour, 37.5 hours a week for 7 months.**
- The NRHN is an Allied Network of the Canadian Alliance to End Homelessness (CAEH), in which CAEH supports the administrative infrastructure of the NRHN with the purpose of advancing their common work of advancing the right to housing and ending homelessness in Canada. As such, the Communications Coordinator will be contracting with the CAEH while being accountable to the NRHN Steering Committee and membership.

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.