

## ***National Right to Housing Network – Communications Coordinator***

**18-month contract – September 2022 to March 2024, with potential for extension (salaried position at \$65,000 to \$75,000 per year plus benefits – 37.5 hours per week)**

### **About the National Right to Housing Network**

The National Right to Housing Network (NRHN) is a broad-based and grassroots civil society network established to fully realize the human right to housing in Canada. The goals of the Network are to:

- 1) Hold governments accountable to Canada's international and domestic commitments to implement housing as a fundamental human right; and,
- 2) Build a community-based infrastructure and culture that supports the meaningful implementation of the right to adequate housing.

The NRHN was formally created in response to the Government of Canada legislating housing as a fundamental human right in 2019. The Network is led by a small but mighty staff and a Steering Committee of key leaders, human rights experts, and advocates with lived experience of homelessness or inadequate housing. In addition to the staff and Steering Committee, the NRHN convenes various Working Groups to facilitate collaboration, coordination, and collective action with key partners from across the right to housing movement. These Working Groups focus on lived experience advocacy, government relations, community engagement, strategic legal cases, and ad hoc issues as they arise. The Network launched in February 2020 and now includes over 1000 organizational partners, academics, advocates, people with lived experience, and supporters.

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 employed by the CAEH while being accountable to the NRHN Steering Committee, leadership team, and partners.

### **The Position**

Reporting to the NRHN Director of Policy and Communications, the Communications Coordinator is a skilled and nimble writer, designer, problem solver, and analytical thinker dedicated to practically implementing the right to housing and ending homelessness in Canada. The Communications Coordinator will:

- Support the development of a **comprehensive communications strategy** to build support for the meaningful implementation of the right to adequate housing in Canada
- **Develop, promote, and measure the success of all communications activities** and materials including website content, blogs, social media, videos, newsletters, campaigns, and external publications (e.g., op-eds), ensuring frequent and strategic communication with NRHN supporters and key audiences
- Help to **design** social media and newsletter graphics, reports, slide decks, and other communications materials using graphic design tools and software (e.g., Canva, Adobe Creative Suite, or others)
- Lead **public relations** efforts, including writing press releases and managing media requests
- Support the development, promotion, and coordination of **public education materials and events** including webinars and training modules on the right to housing
- Participate in and offer **technical support** for virtual (e.g., Zoom) and in-person events and activities
- Alongside the Director of Policy and Communications and other NRHN staff, **identify windows for rights-**

**based policy change and coordinate the development of relevant, strategic, and persuasive materials and activities** to push for this change (e.g., research reports, policy analyses and recommendations, government submissions, human rights submissions, events, blogs, op-eds, lobbying meetings and efforts, community mobilization campaigns, etc.)

- Along with NRHN staff, **envision, develop, and lead fundable projects** (which includes working closely with Steering Committee members and Network partners to develop, plan, coordinate, and execute research projects, public education and mobilization campaigns, events, outreach, and other projects in support of implementing the right to housing)
- **Participate in strategic planning and implementation**, with a commitment to constant improvement

Drawing from their experience in communications and using superb writing skills, strategic thinking, and creativity, the mission of the Communications Coordinator is to make the right to housing accessible, practical, and compelling to key stakeholders. **The ideal candidate will have a background in policy analysis, research, and/or lobbying alongside a sophisticated knowledge of communications, social media, and public relations strategies and tactics.** They will demonstrate thoughtfulness and intelligence in decision-making, as well as a passion for social justice and a willingness to develop relationships, create engaging human rights content, and work with other NRHN staff to do the tactical nitty-gritty communications work for the NRHN.

The Communications Coordinator will work independently from a home office. They will be supported by the NRHN Director of Communications and Policy 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, newcomers, or persons with disabilities are encouraged to apply and will be prioritized. We ask that these candidates indicate their relevant lived experience in their cover letters.**

## Qualifications

The Communications Coordinator 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
- Excellent **written and strategic communication skills**, with an understanding of how to engage and persuade different audiences (e.g., journalists and media contacts, grassroots organizers and advocates, national organizations, housing providers, academics, people with lived experience, government officials and staff, etc.)
- A **talented, persuasive, and engaging writer** who can maintain a consistent Network presence, brand, and voice on a variety of platforms while meeting strict deadlines
- Experience and competency with **executing a communications strategy** using multiple web and social media tools and platforms including (but not limited to) WordPress, NationBuilder, Facebook, Twitter, LinkedIn, and social media scheduling software
- Experience in creating and coordinating **public relations and marketing materials** such as press releases, blog posts, social media content, and newsletters
- Experience in coordinating, promoting, and supporting **in-person and/or virtual events**, particularly on Zoom
- An eye for user-friendly, accessible, and consistent design, with the ability to **produce graphics for social**

**media, the NRHN website, and newsletters** (using Canva or other design tools)

- Ability to **conduct and summarize research**, ideally with experience in communicating research findings effectively and creatively
- Knowledge of **website management, organization, and writing**
- Ability to **coordinate external service providers** (e.g., contractors, translators, graphic designers, web developers, etc.)
- Experience **working with diverse stakeholders and partners** (from civil society, government, academia, and/or industry)
- Ability to **manage projects in a fast paced, virtual team environment** and towards strict timelines
- Willingness and ability to **work from a home office** and forge strong team relationships in a virtual office environment
- Willingness to **receive and relay criticism constructively**, with comfort in managing conflict and disagreement to a productive conclusion
- Willingness and ability to work with multiple perspectives in an **inclusive and respectful** manner
- A **bachelor's degree or equivalent** in marketing, communications, public policy, journalism, sociology, social work, or a related field (we also value relevant experience in lieu of a degree)
- Bilingualism (e.g., proficiency in both English and French) is an asset
- Experience conducting **policy research, analysis, development, and/or lobbying** with government or at a human rights, feminist, housing, or other social or environmental justice organization is a **strong asset**

#### **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 in a timely and accurate manner.
- 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

- Microsoft Outlook
- Google Suite (Google Drive, Docs, Sheets, Jamboard, Forms, etc.)
- Adobe Acrobat
- WordPress
- Google Analytics
- NationBuilder
- Zoom
- Eventbrite
- Doodle (or other meeting schedulers)
- Loomly (for social media scheduling)
- Social Media (Twitter, Facebook, and LinkedIn—with potential for expansion to Instagram and TikTok)
- Other graphic design and video editing software of your choice (optional)

#### **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. Certain costs associated with setting up a home office will be reimbursed.

#### **Application Process**

- **Applications will be considered on a rolling basis.** Please include a cover letter describing your related experience and why you want to work for the National Right to Housing Network, and **send it to sahar@housingrights.ca with subject line, “Communications Coordinator Application.”**
- **The expected start date is September 2022 with an annual salary of \$65,000 to \$75,000 plus benefits, 37.5 hours a week for 18 months,** with the potential for this term to be extended.

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