



Job Title: Communications Manager
Reports To: Vice President of Quality Assurance
Date Released: 2/11/2020
Starting Salary \$55,000
Position Type Full Time, Exempt

Overview

The Ending Community Homelessness Coalition (ECHO) is hiring a passionate Communications Manager to lead mission-related communications efforts for the coalition and partner organizations. ECHO provides persons experiencing homelessness, service organizations, and government agencies with support and technical assistance to end homelessness in Austin and Travis County. Under the direction of the Vice President of Quality Assurance, the Communications Manager will work with partner organizations to develop and implement systems and strategies to improve understanding and perceptions of homelessness in our community.

Essential Functions

- Collaborative leadership: Partner with ECHO leadership and coalition stakeholders to lead compassionate, evidence-informed strategy, clear messaging, and content aimed to end homelessness in our community.
- Strategy: Develop and maintain media campaigns, communications plan, guideline, editorial calendar, crisis communications protocol, and branding. Analyze media campaign performance and research results using a variety of tools. Stay abreast of the news cycle regarding homelessness on the local, state, and national levels.
- Project management: Develop and maintain effective communications-related project management systems to organize and track projects with a high degree of accuracy, quality, and timeliness.
- Media relations: Develop and maintain a system to triage, log, and direct media requests. Maintain press list, build relationships, and pitch stories to local and state-wide media outlets. Track media coverage of ECHO and the issue of homelessness in at the local, state, and national level. Provide logistical and technical assistance at press conferences and media attended events.
- Writing and editing: Research and assimilate new topics quickly, multi-task effectively, and produce clear, concise, accurate work under time constraints. Research, write, edit, and design evidence-informed content such as press releases, newsletters, blog posts, infographics, op-eds, statements, speeches, PowerPoint presentations, reports, social media messages and other content on a variety of topics for distribution to a variety of audiences, both internal and external.
- Web and Social Media: Oversee management and maintenance of the organization's website and social media accounts.

Education and Experience

- Bachelor's degree or higher (Communications, English, Journalism, Public Relations, Marketing or a related field preferred) and at least four years of progressively responsible experience in communications, writing/editing, marketing, or a related field in a collaborative setting;
- Or any equivalent combination of training and experience which provides the required knowledge, skills, and abilities.

Required Skills, Experience, and Qualifications

- Exceptional professionalism, diplomacy, and emotional intelligence in collaborative leadership with internal and external partners, community leaders, and those experiencing homelessness.
- Exceptional verbal and written communication skills. Experience in writing high-quality content of varying lengths (e.g. social media, press release, news post, reports).
- Excellent proofreading and copy-editing abilities with ability to synthesize complex concepts clearly and concisely as well as communicate sensitive topics effectively.



- Experience planning and implementing a media campaign in a social service or public health setting.
- Experience with social media platforms and content creation.
- Experience with graphic design applications (expert knowledge not required).
- Commitment to a diverse, equitable workforce and community.
- Ability to understand and creatively solve complex problems in a fast-paced office environment.

Preferred Skills and Experience

- Experience using digital platforms to manage web content.
- Experience with the issues of homelessness and health at the local, state, or national level.
- English/Spanish bilingual: Ability to read, write, and speak effectively in Spanish.

Supervisory Responsibility

The position is not currently a supervisory position. However, this role will oversee the work of students, interns, and volunteers to carry out ECHO’s mission.

Position Type and Expected Hours of Work

This is an exempt full-time position working 40 hours a week; typical office hours are Monday through Friday; however, evening and weekend work may be required as the news cycle and job duties demand.

Travel

Position requirements may be both office and community based and may require use of personal vehicle or public transportation. Typical workdays will be office and community based. Some travel is expected for this position both locally and to national conferences.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

ECHO Core Mission Values

Ideal candidate will share ECHO’s core mission values that housing is a basic human right, that system collaboration is key to ending homelessness, and that all individuals and families deserve resources and opportunities to end their homelessness.

ECHO does not discriminate against any employee or job applicant because of race, color, religion, national origin, sex, physical or mental disability, or age. Women, minorities, veterans, and people with lived experience of homelessness are encouraged to apply.

To Apply

Interested candidates please submit a resume, cover letter, and three writing samples (press release, blog post, and social media post) to the Vice President of Quality Assurance at sarahduzinski@austinecho.org. Position will remain open until filled. Applicants will be asked to complete a writing assignment in conjunction with the interview.

This job description has been approved by all levels of management:

Manager _____ Date: _____

HR _____ Date: _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____