



Communications Associate

Location: Flexible

Full-time

The National Homelessness Law Center (Law Center) seeks a strategic, collaborative, mission-driven thought partner to serve as our Communications Associate. The Law Center is the legal arm of the national movement to end homelessness and is looking for an Associate compelled by the national housing crisis and energized by our vision of housing as a human right and dismantling structural racism.

ABOUT THE LAW CENTER:

Founded in 1989 by the principal architect of the 1987 McKinney-Vento Homeless Assistance Act, the first major federal legislation to address homelessness, the Law Center is the leading national organization using the power of the law to advocate for millions of people experiencing homelessness and housing instability. The Law Center's work has put unhoused children back in school, won new resources for affordable housing, prevented homelessness for renters, overturned laws that criminalize homelessness, and built support for the human right to housing, now a major component of federal domestic policy.

Our core conviction in carrying out this critically important work is that no one should have to go without safe, affordable housing in a country as wealthy as ours. The Law Center's work, in partnership with national, state and local partners, is critical now more than ever as the eviction and affordable housing crises push record numbers of persons into homelessness. People of color, women and members of the LGBTQ+ community are disproportionately and uniquely affected by homelessness, and our work consciously and affirmatively seeks to address these interrelated inequities.

In April 2021, the Law Center welcomed its second Executive Director, Antonia Fasanelli. A national leader recognized for her expertise in housing and homelessness law and policy, Antonia believes that it is only through elevating the power and voices of persons with lived expertise that systems change will occur. The Law Center plays a critical role in protecting, defending and promoting the rights of unhoused persons to support their leadership of national, state and local efforts to end homelessness.

For more information, read our Annual Reports (<https://homelesslaw.org/resources/annual-report/>) and explore our website at www.homelesslaw.org.

OVERVIEW:

The Communications Associate will spend 50% of their time as a part of a new team working to end youth homelessness. The Homeless Youth team consists of a Senior Attorney and a Staff Attorney and will include opportunities to collaborate with other legal staff, including the Legal Director and Pro Bono Manager. The Homeless Youth team is focused on a national litigation, education and outreach strategy to protect the rights of youth experiencing homelessness and provide legal counsel to the programs that serve them. Specifically, the Communications Associate will be part of the new team's *National Communications Strategy around the Legal Rights of Youth Experiencing Homelessness*. This strategy, formed in partnership with A Way Home America and other organizations, will develop a public education campaign. The Campaign will use a variety of social media tools – Tik Tok videos, Instagram, YouTube – to promote legal rights information as well as accessible outreach materials, including stickers with Quick Response (QR) bar codes to link homeless youth to organizations that provide legal assistance and that advocate for their legal rights.

The other 50% of the Communications Associate's time will be spent providing communications support in other areas of the Law Center's work, including the Law Center's efforts to decriminalize homelessness and promote the human right to housing. This will include developing and supporting other social and traditional media outreach strategies in collaboration with members of the Law and Policy Team.

KEY RESPONSIBILITIES:

- Collaborate with Senior Youth Attorney and Youth Staff Attorney, as well as partner organizations, to design social media campaign on legal rights of youth experiencing homelessness;
- Assist Homeless Youth Team in conceptualizing and producing dynamic video and written content for social media channels—your primary focus will be on TikTok, with a secondary focus on Instagram and YouTube (with occasional Twitter & Facebook projects);
- Coordinate the creation of a monthly Social Media content calendar—including conceptualizing ideas based on overarching strategy, executing content, scheduling and publishing written and video content on platforms;
- Serve as the community manager for TikTok, dedicating time each day to actively engage with users on our page & proactively engage with similar content;
- Gather social media data & insights for reporting to the Homeless Youth Team or other internal teams on a weekly and monthly basis;
- Manage and write content for the website using WordPress;
- Draft and produce other communications materials, which may include a monthly e-newsletter and or other outreach materials;
- Participate in drafting press releases, op-eds, and letters to the editor; and
- Respond to media inquiries, maintain media list, and track media coverage.

WHO YOU ARE:

- You have a minimum of 2 years of direct social media experience
- You have a clear passion for social media—in particular TikTok—you find yourself scrolling aimlessly (a bonus!)
- You have an elevated creative eye and aesthetic with skills in photo, video & design preferred
- You have impeccable organizational skills & attention to detail
- You thrive in a fast-paced, team-centric environment and are a self-starter
- You have a positive, problem-solving attitude

- You have excellent time management skills with a demonstrated ability to manage multiple, competing priorities and projects
- You are familiar with WordPress or similar content management systems
- You are familiar with eTapestry or similar donor databases and CRM systems
- You have a strong commitment to social justice; familiarity with homelessness is a plus
- You have an ability and willingness to perform occasional evening and weekend work

SALARY, BENEFITS AND LOCATION:

Salary: \$50,000.

Benefits: Health, Dental, Vision, Life, Short and Long-term Disability Insurance all fully employer paid and a 403(b)-retirement plan. The Law Center provides a generous leave package, which includes vacation (15 days per year for first 2 years, and 20 days per year thereafter), sick leave (10 days per year), personal leave (5 days per year), all Federal holidays. The Law Center has flexible work schedule options.

Location: The Law Center staff are primarily working remotely due to COVID-19. The Law Center's headquarters is in Washington, DC, but has staff working in various States around the country. Proximity to DC is not required for this position, though travel to DC may be required 1-2 times per year.

APPLICATION PROCEDURE:

Send cover letter and resume to HR@nlchp.org with "Communications Associate, Last Name_First Name" in the subject line. No phone calls, please.

The Law Center is an equal opportunity employer. The Law Center values an inclusive, diverse workplace and does not unlawfully discriminate on any basis prohibited by law. The Law Center encourages applications from all interested persons of any race, color, religion, sex, national origin, age, physical or mental disability, veteran status, sexual orientation, gender identity or expression, marital status, personal appearance, family responsibilities, matriculation, political affiliation, genetic information, or any other legally protected status.

APPLICATIONS DEADLINE: We seek to fill this position as soon as possible. Applications will be reviewed on a rolling basis until filled.