



## Communications Associate

### About the Network:

The Supportive Housing Network of New York represents more than 200 nonprofit organizations that have created over 50,000 units of supportive housing across New York State. An additional 35,000 units are slated for the next fifteen years: 15,000 from a New York City commitment and 20,000 from the State. The Network uses advocacy, public education, training, technical assistance, research and policy analysis to increase the public's understanding of supportive housing – affordable housing with voluntary services for formerly homeless people with disabilities and special needs. The Network identifies and shares best practices that continually improve the model's effectiveness and, most importantly, encourages the creation of enough supportive housing to end homelessness among the most vulnerable New Yorkers.

### Job Description:

The Network seeks a creative, energetic self-starter to help execute an ambitious communications strategy to increase awareness of and support for supportive housing. As the Network's chief digital communications strategist, the Communications Associate will manage the organization's online presence. This person will also participate in other communications-related tasks, including the development of advocacy materials and outreach to reporters. The Network seeks an ace writer and editor with some digital communications experience for this post. The ideal candidate will be a born storyteller who can translate the work of the Network and its members into compelling material along a variety of platforms.

### Responsibilities:

- Serve as point person for the Network's website, [www.shnny.org](http://www.shnny.org).
- Manage the Network's social media presence. This includes current platforms (Facebook, Twitter, YouTube, Flickr) and future expansion to other social media outlets.
- Write and edit *Network News*, the Network's monthly e-newsletter.
- Write and edit press releases, blast emails, advocacy one-pagers and other content.
- Write and edit content for the Network's annual events, including journals, programs and slideshows.
- Manage and update Network Newsfeed, the Network's blog.
- Find and report on news items. These range from human interest stories on supportive housing tenants to stories on new funding streams and other developments in the NY supportive housing community.
- Participate in the planning and execution of the Network's major events, including the largest supportive housing conference in the nation.
- Serve as point person to liaise with the Network's contracted employees. Contractors include web developers, graphic designers, videographers and others.
- Serve as the Network's in-house copywriter and editor.

**Preferred Qualifications:**

- Demonstrated experience writing for multiple audiences in a variety of formats a must. These include newsletter articles, social media posts, advocacy documents, press releases and more.
- Ability to synthesize and communicate about public policy research.
- Experience with managing a website. HTML experience not necessary, though some experience with the mechanics of updating a website preferred.
- Experience with social media as a tool for advocacy and messaging. The ideal candidate would have experience with Facebook, Twitter, YouTube, Flickr, etc. and have a genuine interest in emerging social media platforms.
- Experience with email marketing. Experience drafting emails in Constant Contact or Mail Chimp a plus.
- Attention to detail, especially for the written word. This person will often be the last set of eyes on mass emails, printed materials and other publications.
- Previous experience in housing policy and/or the New York nonprofit housing community a plus.
- A multimedia generalist with an eye for writing/editing, graphic design, photography and videography.
- Experience organizing and/or executing a public education or advocacy campaign a strong plus.

The ideal candidate will be familiar with at least some of the following programs or platforms:

- Microsoft Office (Word, Excel, PowerPoint, etc.)
- Wordpress or other content management systems.
- Constant Contact or Mail Chimp.
- Facebook, Twitter, YouTube and Flickr.
- Photoshop or other image software a plus.
- Final Cut or other video software a plus.

**How to Apply:**

To apply, please send resume, cover letter, writing sample and references to [jobs@shnny.org](mailto:jobs@shnny.org).

No phone calls, please.

Salary and title are commensurate with experience. The Network is an equal opportunity employer.