



**Title/Position:** Communications & Marketing Coordinator  
**Location:** Administrative Offices at the Children and Families Services Center  
601 E. Fifth Street, Suite 255, Charlotte, NC 28202  
**Department:** Development  
**Reports to:** Manager of Partnerships & Volunteers

## **ORGANIZATION**

The mission of Supportive Housing Communities (SHC) is to provide affordable housing to alleviate homelessness and human suffering. The organization uses a permanent supportive housing approach, which links permanent, affordable rental housing with access to flexible, voluntary supportive services (health care, mental health/substance use treatment and employment services). The organization owns two housing complexes and utilizes privately-owned rental units scattered throughout Mecklenburg County to provide affordable housing options. As part of its housing model, SHC also provides comprehensive programs and services specifically targeted to provide the chronically homeless with the support and skills needed to remain stably housed and independent, including comprehensive case management, mental health counseling services and a supportive employment program. SHC has 38 employees and a \$4.9 million annual budget.

## **POSITION AND RESPONSIBILITIES**

The Communications & Marketing Coordinator will be responsible for increasing awareness, reach, visibility and impact through the delivery of communications and content marketing strategies, thereby significantly contributing to the development of new partnerships and funding opportunities. This position is responsible for the development and implementation of SHC's marketing, social media, branding and communication activities. The Communications & Marketing Coordinator is part of the Development team and reports to the Manager of Partnerships & Volunteers.

Key responsibilities include but are not limited to:

- Develop and implement communications and marketing strategy to support fundraising efforts, organization, and marketing deliverables associated with various grants
- Manage the communications plan and strategy, optimizing SHC's visibility as an essential pillar in the community, and effectively segment the messaging to diverse stakeholders
- Manages internal marketing and communications, including program-specific marketing and collateral, internal brand consistency, and communication planning
- Develops, distributes, and maintains all print and electronic collateral materials including, but not limited to, annual report, newsletters, marketing campaigns, e-mail blasts, brochures, one sheets, flyers, sell sheets, PowerPoint presentations, etc.
- Maintain the relationships with PR, advertising and marketing agencies, media and communication stakeholders, and also serve as a liaison with external contractors
- Create and implement diverse and creative communication strategies including press releases, blogs, feature stories and more that appeal to our varied target markets
- Manage strategy and day to day operations of company's email marketing strategy and support website management on a daily basis

- Responsible for planning of company promotional and advertising communications projects such as digital, print, and special events to execute parts of the marketing plan
- Implement the design, production, and distribution of collateral and promotional materials to aid in the organization's fundraising and community awareness
- Create and implement an effective social media strategy and consistent management of SHC's social media channels- Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.
- Experience with Word Press but not required
- Help capture who SHC is through photos, marketing, stories, website/social media, and marketing appeals
- Performs other job duties as requested by the SHC Leadership Team and/or Board of Directors, within the scope of the position
- Analyzes and reports the effectiveness of marketing strategies on an ongoing basis.

## **EXPERIENCE AND EDUCATION**

The ideal candidate will have the following capabilities and qualities:

- A passion for ending chronic homelessness, poverty and understanding of the SHC mission and the community in which it serves
- Bachelor's degree in communications, marketing, business or similar field of study
- 2+years in communications, PR & advertising, journalism, or marketing role with demonstrated experience of managing a successful marketing and communications initiatives
- Experience using Adobe Photoshop, InDesign, Illustrator, and other graphic design components
- Ability to work independently & on a team, be goal oriented and manage multiple priorities

**HOW TO APPLY** All inquiries, nominations and applications should be directed via email to [Jessica@aplacetoliveagain.org](mailto:Jessica@aplacetoliveagain.org). Applicants must include a cover letter with resume to be considered for the position. Please also indicate where you learned of the opportunity. Please note that only those candidates invited for screening will be contacted.

Supportive Housing Communities provides equal employment opportunities to all persons without regard to race, color, creed, age, sex, religion, disability, nationality, or sexual orientation, and promotes the full realization of this policy through a positive, continuing program of affirmative action.