



POSITION: Communication and External Relations Manager

SUPERVISOR: Executive Director

JOB SUMMARY

The Anchorage Coalition to End Homelessness (ACEH) began in 2004 as a grassroots collaboration with homeless service providers working together to solve homelessness. Since its founding, ACEH has grown to be the lead convener around homelessness in Anchorage and continues to grow as the system backbone for the Homeless Prevention and Response System.

As a key member of the ACEH management team, the Communication and External Relations Manager is responsible for designing and leading implementation of ACEH's communication and advocacy strategy. As a coalition, ACEH is responsible for communicating with a variety of diverse audiences including individuals experiencing or at risk of homelessness, ACEH membership, community providers, philanthropic partners, government partners, the business community, and the public. This work includes general education, regular communications regarding system successes and changing needs, ad hoc communication around externalities and leading advocacy efforts at the local, state and federal level. The Communication and External Relations Manager partners with other members of the ACEH management team and core external partners, ranging from the MOA to provider partners, on system wide communication and advocacy needs.

KEY DUTIES AND RESPONSIBILITIES

- Develop, execute and monitor ACEH communication, external relations and advocacy strategy
- Monitor and communicate local, state, and federal policy and budget activities in partnership with the Executive Director
- Partner with the Alaska Coalition on Housing and Homelessness (AKCH2) to identify annual legislative priorities, create educational opportunities for the public and government partners and design related events/initiatives
- Lead design, branding, advertising, and content development for ACEH strategic projects
- Oversee core ACEH communication deliverables such as social media, ACEH website, annual reports, etc.
- Facilitate and lead advocacy, education and communication events
- Manage press events and coordinate communications with media
- Design and implement ACEH membership recruitment strategy with internal partners
- Maintain and strengthen relationships with external partners and members through cross-promotion of events and campaigns and identification of opportunities for collaboration
- Partner with the board of directors on related communication and development activities
- Manage ACEH communication team members

KNOWLEDGE/SKILLS/ABILITIES:

- Comprehensive understanding and experience in media, outreach, communications and public relations
- Professional demeanor and experience in handling crisis or sensitive communications
- Experience working with government partners
- Demonstrated ability to work independently in a fast-paced environment with multiple deadlines for internal and external stakeholders
- Demonstrated collaboration skills in urgent environments
- Excellent written and verbal communication skills, including demonstrated ability to develop written content appropriate for a range of media, formats, and audiences
- Demonstrated skill and experience in public speaking
- Excellent attention to detail, editing and proofing skills
- Demonstrated analytical and problem-solving skills
- Proficiency with:
 - MS Office Suite
 - Social media platforms (Facebook, Twitter, Instagram, LinkedIn)
 - Website CMS platforms (e.g. Drupal, Wordpress, etc.)

EDUCATION AND EXPERIENCE REQUIRED

- Bachelor's degree in marketing, advertising, public communications, public policy, or related field
- 3+ years supervisory experience
- 3+ years public policy and/or governmental experience
- 5+ years of progressive professional communications and/or public relations experience

EDUCATION AND EXPERIENCE PREFERRED

- Master's Degree in Communications or related field
- Knowledge and experience in working with national public affairs professional associations
- Professional experience in Alaskan or Anchorage public policy

OTHER JOB REQUIREMENTS:

Able to lift 50 lbs, valid Alaska driver's license, and access to reliable, insured vehicle to be used for work related travel in the Anchorage area. Able to work remotely with consistent internet to host virtual meetings with statewide partners. The role does occasionally require travel to Juneau or Washington DC but travel will be on hiatus for the near term.