

Communications Coordinator

Background: HOPE Fair Housing Center (HOPE), established in 1968, is the oldest fair housing center in Illinois. HOPE works to create greater housing opportunities for all. We ensure everyone has the chance to live in the community and home of their choice free from discrimination based on race, color, religion, national origin, sex, disability, familial status, sexual orientation, age, or any other characteristics protected under state or local laws. HOPE accomplishes this through public policy, education, outreach, advocacy, enforcement, training, and community development.

Position Overview: The Communications Coordinator is an integral member of the HOPE Team dedicated to leveraging mixed media and strategic communications to further HOPE's mission. The Communications Coordinator position is a brand-new role at the agency and will work closely with the Director of Outreach, Events and Fundraising, the Outreach Coordinator, and Deputy Director to develop and execute digital media campaigns including - but not limited to mass media advertising; social media management and content creation; facilitating online events and trainings; recording, editing, and producing online video content for a training library.

Primary Responsibilities

- Creating and implementing a social media planning calendar including producing innovative content for HOPE social media channels
- Developing an online intake process for HOPE's website
- Maintaining HOPE website, ensuring content is relevant, timely and fresh
- Drafting and disseminating press releases, newsletters, and other external digital and print communications
- Monitoring fair housing news stories for sharing with internal and external stakeholders
- Cultivating and maintaining strong working relationships with statewide reporters, media stations and other media personnel
- Facilitating and coordinating online trainings HOPE hosts or participates in (mostly utilizing Zoom)
- Redesigning existing and designing new digital training materials
- Designing Billboards and bus stop ads
- Creating print and digital toolkits for victims of housing discrimination seeking to self-advocate
- Drafting public service announcement (PSA) radio announcements

- Providing training to real estate associations, community organizations and other related groups about fair housing and housing-related matters (as needed)
- Other duties as assigned

Working Conditions:

HOPE offers a partial remote work option. Must be willing to travel to and work on-site at the HOPE office according to HOPE's Remote Work Policy (currently a minimum of twice a week). HOPE's office is in the Chicago west suburb of Wheaton, IL. Please note this is not an exclusively remote position.

The position requires flexibility in schedule, duties, or unexpected events/circumstances that may occur, so tasks not specified here may be required to successfully execute the position.

Evenings and weekends and off-site work maybe be required at times. The schedule is flexible and is subject to the needs of organizational operations. This position is supervised by the Director of Outreach, Education, and Fundraising.

Successful Candidate will Demonstrate:

- Passion for HOPE's mission and its core values of innovation; housing equity, justice, and fairness for all; community reinvestment; solidarity with and accountability to communities served by HOPE
- Strengths around creativity, resourcefulness, persistence, and self-reflection
- Willingness to task risks, and a willingness to fail, learn, and adapt
- Preference towards a non-directive, client and staff-led relationship
- Openness to new approaches to HOPE's work, delivery of services, and engagement with clients and communities
- Openness to regular, 360-degree feedback and an environment of mutual accountability
- Ability to engage a diverse community of people
- Commitment to confidentiality, integrity, and professionalism
- Ability to think broadly, strategically and tactically about HOPE's mission and vision

Required Qualifications:

Applicants must have demonstrated experience in at least a few of the following: social media content creation, graphic design, strong written and verbal communication skills, video editing, press release drafting, and online meeting or training facilitation. Must possess an ability to communicate about complex topics in accessible and easy to understand ways. College degree useful but not required.

Ideal candidates will possess or demonstrate an ability to develop the following skills and qualities:

- Social media management and search engine optimization (SEO) experience
- Familiarity with Facebook Ads Manager
- Working knowledge of media outreach and/or radio and tv media planning
- Working knowledge of analytical programs (e.g, Google Analytics, Meltwater) to measure campaign success
- Creative and effective graphic design abilities
- Aptitude for video editing
- Working knowledge of “plain language” communications
- Working knowledge of digital accessibility
- Strong attention to detail with keen time management skills
- Ability to timely meet specific contract requirements
- Ability to represent HOPE effectively in a professional manner
- Bilingual skills a plus but not required

Accountability: The Communications Coordinator is accountable to and supervised by HOPE’s Director of Outreach, Events, and Fundraising.

Salary and Benefits: This is a full-time (40 hours a week) exempt position that includes health and dental insurance, life insurance, IRA matching up to 3% (currently offered but at the discretion of the Board) and generous paid time off. The starting annual salary is \$45,000.

To Apply: Interested parties may e-mail their cover letter and resume to info@hopefair.org by July 7, 2023. Applications will be accepted on a rolling basis. No calls please.

Women, people of color, members of the LGBTQIA+ community, people with disabilities and veterans are strongly encouraged to apply.

HOPE is an Equal Opportunity Employer. The position will remain open until filled.