



Communications Specialist Job Description

Job Title: Communications Specialist
Reports to: Director of Education
FLSA Status: Exempt
Hours: Full time. Flexible hybrid schedule. Occasional evenings and weekends.
Compensation: \$45,000-\$50,000 yearly with benefits

Background:

HOME is a non-profit civil rights organization serving the greater Cincinnati area in southwest Ohio (Hamilton, Clermont, Butler and Warren counties). Founded in 1968, HOME seeks to eliminate unlawful discrimination in housing, enforce housing regulations for all people, and promote stable, integrated communities. HOME's programs include tenant advocacy, fair housing enforcement, policy advocacy, and education and outreach.

Position Overview:

The Communications Specialist will be an integral member of the team dedicated to leveraging mixed media and strategic communications to further HOME's mission. Working under general direction, the Communications Specialist will develop and implement multiple marketing and communications strategies to ensure effective, consistent, timely messaging across multiple platforms to promote HOME's brand identity, mission, and resources.

Duties and Responsibilities:

- Works with the Director of Education to set, execute, monitor and evaluate communications and marketing goals.
- Develops and maintains communications and marketing schedules and deadlines.
- Develops and implements communications strategies and procedures that represent HOME's brand identity and promotes and supports the organization's mission, vision, and values.
- Seeks new methods and creative strategies to increase awareness of HOME's value to the community as well as its services and resources.
- Coordinates the production and dissemination of content for the organization website, social media accounts, advertisements, reports, press releases, fact sheets, flyers, and newsletters.
- Maintains HOME website ensuring content is relevant, timely, and fresh.
- Creates and organizes print and digital communications materials for HOME, including innovative content for social media channels.
- Collaborates with communications and marketing staff at partner organizations to maximize impact of outreach and marketing efforts.
- Facilitates training and outreach events in collaboration with the Director of Education.
- Completes other duties as assigned.

Working Conditions & Physical Requirements:

- Ability to work in a hybrid work structure, both in-office and remotely depending on the schedule and tasks. HOME is located in Cincinnati, Ohio and staff members currently work in office most Tuesdays, Wednesdays, and Thursdays.
- Evenings/weekends and off-site work will be routinely required, which is why the work schedule is flexible.
- Physical Demands: Typical office job with frequent sitting, talking, hearing, and computer usage. Routine outreach events will require the ability to transport equipment and resources to and from outreach sites including set up and tear down with wheeled equipment provided.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Successful Candidate Qualifications and Skills:

- Bachelor's degree in communications, marketing, public relations, or a related field, OR equivalent combination of training and/or experience (degree helpful but not required)
- Excellent communication skills including writing and editing/proofreading (English)
- Ability to effectively communicate with wide range of stakeholders, including community residents, public and private housing industry professionals, and housing consumers from various backgrounds.
- Strong organizational skills and attention to detail
- Knowledge of and experience with communication tools and software (Microsoft Suite, Wix, Canva, Constant Contact, Meta Business Suite, social media etc.) and the ability to learn quickly
- Comfortable taking initial direction then transitioning to independent work where you are required to be a self-starter and manage your time effectively
- Strengths around creativity, resourcefulness, persistence, and self-reflection; open to trying new approaches and adjusting based on feedback and organizational goals.
- Passion for HOME's mission and community engagement/service and civil rights
- A valid driver's license and insured vehicle to transport yourself and materials to events

Equal Opportunity Employer: All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity/expression, national origin, disability or veteran status. HOME supports affirmative action and is an equal opportunity employer.

Salary and Benefits: \$45,000 - \$50,000 depending on qualifications. HOME provides a flexible, hybrid work schedule with health, dental, vision and supplemental insurance, retirement benefit match (3%), paid holidays, paid vacation, and paid personal leave.

How to apply: Please send a detailed resume, cover letter, and sample(s) of your writing/content creation to Rebecca.Griffin@homecincy.org and include "Communications Specialist" in the subject line. No phone calls please. Applications will be accepted on a rolling basis until position is filled.