



Job Announcement

Background:

Homeless Alliance of Western New York (HAWNY) is the Continuum of Care (CoC) and Homeless Management Information System (HMIS) lead for Erie, Niagara, Genesee, Wyoming, and Orleans County. Our organization advances community collaboration and leverages data intelligence to identify gaps in housing services that inform future funding decisions. As the CoC and HMIS lead agency, we take pride in supporting and uniting homeless service providers across the region through best practices in achieving the goal of ending homelessness.

Title :	Communications and Community Engagement Coordinator
Department :	Continuum of Care Planning
Reports To :	CoC Senior Manager
Employment Status :	Full-Time, Non-exempt
Benefits :	Health insurance, dental insurance, paid time off, 403(b) plan, hybrid remote/office schedule
Wages :	\$50,000-\$57,000 annually, final negotiated salary commensurate with experience

Position Summary: The Communications and Community Engagement Coordinator at the Homeless Alliance of WNY will lead efforts to enhance the visibility of our mission and impact through effective communication strategies, community outreach, content development and media engagement. The role is integral in fostering relationships with the public, stakeholders, and partner organizations, ensuring our messaging is consistent, impactful, and accessible. This individual will oversee the organization's social media presence, manage community relations, build relationships with relevant policy makers, create media and educational content, support public engagement activities, and coordinate all CoC training efforts, including scheduling, setup, and logistical arrangements.



Primary Responsibilities:

Community Relations & Public Engagement

- Serve as a key point of contact for community partners, local media, and the public, fostering positive relationships and maintaining open lines of communication.
- Organize and participate in community events, public forums, and workshops that support the Homeless Alliance's mission to raise awareness and collaborate with stakeholders.
- Assist with media outreach, preparing press materials and acting as a liaison for interviews, statements, and public appearances.
- Collaborate with the policy team to translate research and policy work into engaging materials for the public.

Internal Coordination & Collaboration

- Collaborate with HAWNY leadership to ensure consistent internal and external messaging.
- Work with internal teams to develop content that supports ongoing programs, events, and funding initiatives.
- Assist in writing reports and presentations that showcase the organization's impact on homelessness in Western New York.
- Coordinate CoC trainings, including scheduling, setup, and logistical arrangements to ensure seamless execution of training sessions for service providers and partners.

Social Media & Digital Engagement

- Manage all social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) by creating content, engaging with followers, and growing the organization's online presence.
- Oversee the creation of social media campaigns that amplify fundraising efforts, volunteer recruitment, and key advocacy initiatives.
- Analyze and report on social media performance, adjusting strategies as needed to ensure optimal engagement.
- Ensure digital communication aligns with best practices for accessibility.

Communications Strategy & Content Creation



- Develop and implement a comprehensive communications plan to raise awareness of HAWNY's initiatives, events, and goals.
- Create compelling content for social media, newsletters, websites, blogs, and press releases, aligning messaging with the organization's mission and priorities.
- Design marketing materials, including brochures, infographics, and presentations, that highlight HAWNY's impact and services.
- Monitor communication metrics, including website traffic, social media engagement, and email campaigns, to adjust strategies and optimize reach.

Preferred Education / Experience:

- Bachelor's degree in communications, marketing, public relations, or a related field, or equivalent professional experience.
- 2+ years of experience in communications, public relations, social media management, or community engagement.
- Strong understanding of digital communications and social media platforms, including experience with content management systems and email marketing tools.
- Excellent writing, editing, and verbal communication skills with a proven ability to produce high-quality content.
- Demonstrated experience in community outreach, relationship building, and public engagement.
- Ability to manage multiple projects, prioritize tasks, and work independently while being a collaborative team player.
- Passion for social justice, homelessness prevention, and working with marginalized populations.
- Familiarity with Western New York's social services landscape is a plus.

Environmental and Working Conditions:

- General office environment; no exposures to extreme heat, cold, dust, or noise.
- Limited travel is required, mileage reimbursable.
- Please note this is a hybrid position.

**Physical and Mental Requirements:**

Primarily a sedentary position with occasional standing, sitting, bending, and reaching required. A high energy level; comfortable performing multi-faceted projects in conjunction with day-to-day activities.

Compensation:

Commensurate with experience. Excellent benefits include health insurance, generous paid time off, 403b plan, hybrid remote/office schedule, and a respectful work-life balance work environment.

Application Instructions:

Please submit your resume and cover letter to Ashley Matrassi CoC Director at matrassi@wnyhomeless.org

Notices to Applicants:

Homeless Alliance of Western New York, Inc. is an Equal Opportunity Employer (EOE). Please review the **Know Your Rights: Workplace Discrimination is Illegal Poster**.

Homeless Alliance of Western New York, Inc. participates in E-Verify. Please review the **E-Verify Participation Poster** and the **Immigrant and Employee Rights (IER) Right to Work Poster**.