



COALITION FOR
HOMELESSNESS
INTERVENTION
& PREVENTION



CHIP partners with the Indianapolis community to advance a shared vision to end homelessness by inspiring collective action and advocating for permanent housing solutions.

We work to realize a vision of an Indianapolis where everyone has a safe, stable, and affordable home and is embraced by compassionate care and an inclusive community.

Director of Strategic Communication and Public Relations

Position Summary

The Director of Strategic Communication and Public Relations leads CHIP's messaging, brand, and external engagement to advance mission impact and public understanding. This role develops and executes comprehensive communication strategies that align programmatic goals, policy priorities, and fundraising efforts. The director serves as a key advisor to executive leadership, oversees media relations and storytelling, and ensures consistent, compelling narratives across all channels. This role elevates the organization's voice, builds trust across partners, drives awareness of core initiatives, and strengthens engagement.

Essential Position Duties & Responsibilities

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required under this role.

Strategic Leadership

- Lead the development and execution of a comprehensive, multi-channel communications strategy that aligns with organizational goals, values, and core priorities.
 - Develop and manage the organization's voice/brand.
 - Proactively seek out, create, and optimize opportunities for storytelling.
 - Develop key messages and resources for various audiences, including donors, volunteers, partner organizations, and the public.
 - Develop strategies to showcase progress, drive engagement, and increase the reach of CHIP Indy
- Translate complex issues, initiatives, and data into clear, compelling narratives for diverse audiences
- Engage CHIP Indy staff and initiative partners to align messaging to CHIP's strategies:
 - Provide tools, templates, and resources to CHIP Indy's staff and partners to make it simple to adhere to brand consistency expectations.
 - Support CHIP Indy staff with messaging for external meetings/presentations (speeches, talking points)
- Serve as a strategic partner to CHIP Indy leadership and staff in developing messaging about CHIP Indy's mission, goals, challenges, and achievements.
- Analyze the effectiveness of CHIP's communications strategies, make recommendations for improvement, and implement updated strategies.

Brand & Messaging

- Oversee brand identity, voice, and messaging consistency across all platforms
- Craft key messages, talking points, and narratives to advance mission impact and public understanding
- Ensure communications are inclusive, culturally responsive, and audience-centered

Content & Storytelling

- Produce and oversee the creation of high-quality and compelling content to promote the organization's mission and core system initiatives, such as:
 - Impact stories, annual reports, newsletters, website copy, marketing materials, and media outreach.
- Elevate constituent, community, and partner voices through ethical and effective storytelling
- Ensure CHIP Indy's public-facing content is:
 - relevant and timely,
 - consistent across platforms,
 - high- quality,
 - accurate,
 - accessible, and
 - aligned to CHIP Indy's messaging and branding guidelines
- Actively oversee content and branding for CHIP Indy's public presence, including:
 - Website, social media (and emerging media platforms as appropriate), newsletters, and major presentations / events
- Manage timelines, deliverables, and vendor relationships for communications and public relations projects.

Public Relations & Media

- Lead media relations strategy, including pitching stories, responding to inquiries, and managing press relationships
- Prepare executives and other subject-matter experts for interviews, public speaking, and media appearances
 - Ensure that key issues and events are covered by the media in a way that provides context and insight into system successes.
 - Monitor media coverage and develop strategies to address potential negative or misleading coverage
- Track developments on homelessness, including federal and local policy shifts and media narratives to ensure communications align to the current moment.

Team & Operation Management

- Lead and mentor communications and PR team members or consultants
- Manage budget, workflows, and external vendors
- Establish processes, template, and standards to ensure efficiency and quality work products

General

- Seek out opportunities for continuous improvement and implement process changes to increase effectiveness and/or efficiency in work activities.
- Seek out professional development to keep up with the field of interest for your program.
- Attend and contribute to regular team and staff meetings.
- Maintain current 'how-to' guides or standard operating procedures for your key job activities.
- Actively build and maintain positive working relationships with partner agencies and other external partners.
- Represent CHIP in external presentations, on committees, and at events and conferences.

Critical and Demonstrable Skills

- A demonstrated passion for the organization's mission.
- Ability to advance communications objectives by defining target audiences, crafting and tailoring key messaging for each audience, and identifying appropriate channels of communication.
- Ability to create captivating and influential content and translate system initiatives and progress into overarching narrative and distinct stories that meet political, cultural, and community moments.
- Exceptional clarity, precision, and polish in short- and long-form writing. Strong writing, editing, and attention to detail.
- Ability to move projects to completion on time, juggle multiple deadlines, and coordinate across teams.
- Comfort responding to fast-changing narratives, with strong situational awareness and professional discretion.
- Tech-savvy and proficient with Microsoft 365, willing to learn new systems as needed.

Education and/or Experience

Education and experience requirements include: a bachelor's degree from a four-year college or university in marketing, communications, or relevant field. At least five years of full-time experience with a track record of increasing responsibility in a communications or public relations role, ideally within a nonprofit or government setting.

Work Culture and Environment

CHIP has a creative, dynamic team and is dedicated to attracting and fostering talented and diverse individuals who reflect the communities being served and the communities most impacted by homelessness. CHIP has adopted a flexible, hybrid work environment that includes remote, community-based, and in-office schedules. CHIP staff are required to be in the office and/or in the community for a minimum of two days a week. To further support staff and provide time for renewal and rest, CHIP closes the office twice a year for paid holidays- one week in July and one week in December.

Position Leader: Chief Development Officer

Position Leads: TBD

Salary: \$75,000

Benefits: This position is eligible for a comprehensive benefits package, which includes medical, dental, and vision insurance; life insurance; long-term disability; 401(k) match; a minimum of 12 paid holidays; and 20 days Paid Time Off (PTO).

CHIP is committed to implementing an equitable and inclusive culture. Successful candidates will commit to creating and supporting an equitable and inclusive workplace, including but not limited to racial equity, accessibility for individuals with disabilities, use of gender-inclusive and person-centered language, and cultural awareness and sensitivity.

CHIP - Equal Opportunity Employer