

Senior Communications Lead

Meet Clutch:

Clutch Consulting Group steps up to build systems that solve big, complex social problems, take decisive action, meet the moment, and create real impact on homelessness. With client communities across the country, we lead from the field to meet the evolving landscape of homelessness and overcome seemingly intractable challenges. Our team of strategy, operations, and implementation experts has transformed systems in more than a dozen cities across the US, resulting in marked reductions in homelessness.

We Are:

- **Systems Thinkers and Pragmatic Leaders:** We use strategic communications to illustrate impact, build confidence in public systems, and show what's possible when communities take bold action.
- **Catalysts for Transformation:** We shape narratives that help leaders communicate progress, urgency, and hope – and we amplify the success of those working to end homelessness.
- **Action-Driven Strategists:** We move fast. We respond to the moment. And we produce communications that turn complex work into clear, compelling stories.
- **Partners in Progress:** Whether elevating national thought leadership, supporting a city's communications strategy, or helping practitioners learn Clutch methods, we communicate side-by-side with our partners to advance real system change.

About the Senior Communications Lead:

The Senior Communications Lead executes and enhances Clutch's communications across three domains:

1. Marketing Clutch's field work and methods,
2. Supporting client communities to produce proactive, high-quality communications, and
3. Informing stakeholders and training practitioners in Clutch methods nationwide.

This role blends content creation, digital marketing, political strategy, storytelling, and project management. You'll help shape the narrative on homelessness solutions and produce communications that cut through the noise—turning complex work into powerful stories that drive urgency, shift public narratives, and fuel real results.

You Will:

1. Elevate Clutch's Brand & Field Impact

- Implement a marketing strategy that grows Clutch's audience, showcases our field work, and drives engagement across platforms. Produce attention-worthy and timely content for:
 - Website updates and landing pages

- Social media (primarily LinkedIn)
 - Email newsletters
 - Emerging media platforms as appropriate
- Co-create reports, one-pagers, case studies, and collateral for thought leadership, public relations, and business development.
- Track national developments on homelessness including federal policy shifts, emerging models, media narratives, and research to ensure communications align to the current moment.
- Manage communications admin tasks including
 - Scheduling speaking engagements
 - Supporting conference presentations or tabling
 - Producing on-brand Clutch swag and coordinating shipping
 - Leading logistics for client appreciation events
 - Assisting hiring and managing web and media vendors including photographers and videographers
 - Stewarding and creating marketing photo and brand materials on shared drives

2. Support Clutch Communities with Local Communications

- With the Director of Transformational Communications, help communities communicate progress, tell their stories effectively, and build public confidence.
- Edit, revise, and create local communications materials including:
 - One-pagers, slide decks, press releases, op-eds, websites, social media copy, and video scripts
- Ensure products are on-brand, accurate, strategic, and tailored for local context.
- Project manage high-priority communications projects to completion.
- Track local media coverage, political dynamics, online narratives, and public space conditions that shape messaging needs.

3. Support Training & National Dissemination of Clutch Methods

- Work with subject-matter experts on the Clutch team to produce high-quality training materials and facilitate training operations.
- Build slide decks, toolkits, prep packets, and templates for national training sessions.
- Lead logistics and coordination for virtual trainings, on-site bootcamps, marketing/registration, day-of support, and payment processing, as needed.
- Manage calendars, communications, and materials to ensure seamless delivery of Clutch's training portfolio.

You'll Have:

- 3-5 years of experience in communications, digital marketing, public affairs, journalism, or related fields.
- A fast, precise writing style and ability to translate complex work into accessible, clear copy.

- Experience producing on-brand collateral including social posts, one pagers/reports, and presentation decks using tools like Canva.
- Bonus: advanced graphic design, video production, or web design skills.
- Background or interest in the public sector, social impact, homelessness, housing, or public policy.
- Demonstrated ability to project manage multiple deliverables against quick timelines.
- Experience collaborating with cross-functional teams across organizations.
- Comfort working in iterative, fast-moving environments that require timely output, not perfection.
- A willingness to take on new projects, iterate quickly, and adapt to the evolving political and media landscape.

Your Areas of Knowledge and Expertise:

- **Strategic Communication & Narrative Framing:** Ability to translate system initiatives and progress into overarching narrative and distinct stories that meet political, cultural, and community moments.
- **Digital Marketing Proficiency:** Fluent in creating digital content for social media, email marketing, and web platforms.
- **Systems Awareness:** Basic understanding of homelessness policy, public systems, and the emerging discourse around solutions.
- **Project Management & Organization:** Ability to juggle multiple deadlines, coordinate across teams, and move projects to completion.
- **Writing & Editing Mastery:** Exceptional clarity, precision, and polish in short- and long-form writing.
- **Adaptability & Judgment:** Comfort responding to fast-changing narratives, with strong situational awareness and professional discretion.

Work Environment

- Clutch is a fully remote, distributed team across the United States.
- While most work occurs virtually, this role will require some travel for in-person collaboration, planning and training sessions, and on-the-ground content development with Clutch staff or client communities.

We Offer:

- Salary Range for This Role Starting at \$75,000/yr
- 100% Paid Health Benefits
- Flexible Paid Time Off
- Remote Work