



**EMPLOYMENT OPPORTUNITY**  
**Director, Campaign to End Veteran Homelessness**  
**DESTINATION: HOME**  
**FULL TIME**

The Health Trust is leading the community to advance wellness in order to transform Silicon Valley into the healthiest region in the country. The Health Trust's programs, partnerships, collaborations and grant making activities are strategically focused on supporting those individuals and communities that do not have access to the health-related services and resources they need.

**Destination: Home is a system disrupting, homelessness-ending program of The Health Trust.** We partner with the public/private sector to systematically reduce the number of homeless people on the streets. The Campaign Director facilitates the veterans' campaign strategies for Destination: Home. This position creates and implements the campaign strategies and manages the day-to-day implementation of the campaign.

**RESPONSIBILITIES:**

- Responsible for translating the Campaign's overall mission into strategic goals and tactics that support relevant strategic and advocacy goals.
  - Works with D:H, city, county and Housing Authority staff to develop a framework to support the goals of the campaign;
  - Assumes ownership of all aspects of Veteran's Campaign;
  - Serves as an expert resource on veteran homelessness;
  - Participates in the negotiations of financial incentives for landlords;
  - Develops plan to communicate strategies, impact and outcomes;
  - Organizes convenings and briefings to communicate community strategies;
  - Develop advocacy and implementation tracking materials designed for public sector briefings.
- Develops Private Sector engagement opportunities.
  - Works with Executive Director to develop landlord and faith based targets;
  - Cultivates new private sector relationships to maximize housing resources allocated to house and employ homeless veterans;
  - Coordinates efforts to ensure coordinated services delivery across multiple stakeholder groups;
  - Raises or leverages funding directed to ending veteran homelessness.
- Develop proactive and responsive communications to support the strategic goals of the campaign, including:
  - Works with the Communications and Engagement Specialist to develop media advocacy efforts (framing key messages, maintaining an appropriate presence on local editorial pages via op-eds and letters to the editor, and generating news coverage);
  - Monitors legislation related to the campaign's strategies;
  - Works with Communications and Engagement Specialist to develop and execute media strategies and content via web, video, and social media channels;
  - Plans and executes community events targeting homeless veterans;
  - Develops and manages relationships with key media reporters;
  - Creates presentation materials including slide decks and collateral;
  - Cultivates local and national public relationships including Department of Veteran Affairs.



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EXPERIENCE AND TRAINING:

- Master's degree from an accredited college or university in communications, public policy, or related field or an equivalent combination of training and experience.
- Master's in public policy, communications or related field preferred.
- Knowledge of Veterans services, Veteran Administration activities and VASH subsidies.
- Experience in developing and executing community campaigns.
- Minimum 5 years management/supervisory experience.
- Experience in policy advocacy, development and implementation.
- Public speaking experience.
- Demonstrated fund development experience.
- Demonstrates cultural competency in veterans culture and communities.

MINIMUM KNOWLEDGE AND ABILITY:

- Excellent written, verbal and interpersonal communication and demonstrated excellence in public speaking and presentation skills.
- Excellent leadership experience.
- Excellent organizational and deadline skills.
- Knowledge of strategies to end homelessness including Housing First
- Critical thinking ability for high level planning, analyzing and problem solving.
- Knowledge of Santa Clara County's nonprofit and philanthropic community preferred.
- Knowledge of Santa Clara County's private sector community preferred.
- Proficient in Google products.
- Employment background screening required.

BENEFITS:

Medical, Dental, Vision, company paid Life/ADD/LTD, Section 125 plan (medical and dependent care flexible spending), employee assistance program, paid time off, holiday, birthday day off, wellness incentive program, onsite fitness center, transit plan and retirement plan including an employer contribution and Match.

THE PROCESS

To be considered for this career opportunity, please login to [The Health Trust Application](http://www.healthtrust.org) ([www.healthtrust.org](http://www.healthtrust.org), Careers page)

The Health Trust website: [www.healthtrust.org](http://www.healthtrust.org)

Date posted: 11/11/15

**Equal Opportunity Employer**