



Seeking: Dynamic Communications Consultant

CloseKnit is an emerging thought leader in the youth homelessness field, shifting the dominant narrative away from White Savior assumptions that a youth facing homelessness has no one. Instead, we embrace honoring and removing systemic barriers to resource the people, often BIPOC, who are already in the youth's lives.

Based in North Minneapolis, CloseKnit is gaining traction. In the 2023 legislative session, we will be reintroducing our proposal to launch resource hubs to stabilize chosen family hosting arrangements statewide. We've presented our eye-opening research and chosen family hosting model at national and international conferences. And we will also be releasing our white paper, which we are co-sponsoring with national partners, shortly. We need to maximize the opportunities for our groundbreaking work to influence public opinion and policy. We seek a dynamic communications director or consultant to further raise the profile of our approach and drive anti-racist system change.

CloseKnit seeks a seasoned Communications Consultant to develop and execute a communications/marketing plan, including:

Job duties:

- Design communications plan and key messages to build awareness and engagement with CloseKnit's eye-opening work
- Identify potential channels and targeted partners for print, television, podcasts, blogs, social media, in-person and online speaking engagements
- Cultivate relationships with journalists, especially BIPOC journalists, who have previously reported on youth homelessness or would otherwise seem receptive to our work
- Identify, train, and arrange media appearances for appropriate spokespeople
- Create compelling and visually engaging marketing materials
- Evaluate the success of our public relations efforts by measuring engagement, impressions, and reach

Required qualifications:

- Superb written, oral and visual communication skills: Ability to explain policy issues clearly to the general public, as well as convey complexity in more technical contexts
- A highly creative "can-do" mindset and ability to articulate imaginative solutions
- Proficient in social media, web design and visual communications software
- Deep commitment to racial justice; skilled at navigating differing cultural contexts
- A compelling desire to create system change, the requisite patience to persevere through setbacks, and a sense of humor in addressing inevitable resistance



- A self-starter who is both highly detail-oriented and highly flexible
- 5-10 years previous work experience, including supervising staff

People who are BIPOC, who have lived experience of youth homelessness, and/or have served as a host, either in a formal program or informally, are especially invited to apply.

Interested? Email work samples, a cover letter, your resume or link to your LinkedIn profile to CloseKnit executive director Jacqueline White (jw@closeknit.us).

Based on experience and workload, CloseKnit anticipates awarding a monthly contract of between \$3000 and \$5000. Applications accepted until December 16, 2023 or until contract is awarded.

CloseKnit offers a hybrid work environment. Our office is in North Minneapolis.

About CloseKnit

CloseKnit is a 501c3 nonprofit based in Minnesota building a holistic response to youth homelessness that honors and invests in existing “chosen family” arrangements. Our breakthrough approach sees all youth facing homelessness as already loved, including youth from underestimated and under-resourced communities. We conduct research, pilot new programming, develop policies, and advocate for investment in racially equitable solutions for youth and their caring support networks.

Our Mission

CloseKnit catalyzes system change, building a holistic response that overcomes racism to honor and invest in existing “chosen family” arrangements that prevent youth homelessness.

Our Vision

We see all youth facing homelessness as already loved, especially youth from underestimated and under-resourced communities.

Our Values

We remain infinitely hopeful
that youth can experience—and the world can support their need for—connection and belonging.

We wholeheartedly commit
to loving youth as community action. We work to restore and strengthen economies of care.

We lean on each other.
We forge partnerships, tending to our own wellness alongside community aspirations.