



# Request for Proposals (RFP)

## Family Homelessness Coalition Campaign Coordinator

Issued by: Citizens' Committee for Children of New York (CCC)

Submission Deadline: October 31, 2025

### Overview

The Family Homelessness Coalition is made up of organizations representing service and housing providers and children's advocacy organizations united by the goal of launching a coordinated effort focused on preventing family homelessness, improving the well-being of children and families in shelters, and supporting the long-term stability of families with children who leave shelter.

The Campaign Coordinator will play a central role in driving FHC's policy and communications strategy by supporting coalition operations, coordinating advocacy efforts, and helping shape the public narrative around family homelessness. The Coordinator will work closely with FHC's member organizations and external stakeholders to ensure the coalition remains responsive to the evolving policy landscape and is a recognized force in the movement to end family homelessness.

This is a one-year contract position, with the potential for renewal pending continued funding and performance.

### Contract Details

- **Title:** Family Homelessness Coalition Campaign Coordinator
- **Contract Term:** 12 months
- **Hours:** 20 hours per week
- **Compensation:** \$60,000 annually; paid monthly
- **Location:** Hybrid (New York City-based work with remote flexibility)
- **Reports to:** Laura Jankstrom, Associate Executive Director for Communications & Strategic Engagement, Citizens' Committee for Children

## Scope of Work

**Manage the coalition's internal operations** to ensure smooth collaboration, strategic alignment, and integration of lived experience.

- **Facilitate biweekly coalition meetings**, including scheduling, agenda development, and follow-up on action items.
- **Participate in biweekly Steering Committee meetings** to refine and chart strategy and discuss operational issues.
- **Collaborate regularly with the Family Action Board (FAB) and FAB Coordinator** to align coalition activities with lived expert engagement and ensure meaningful participation.

**Lead and support FHC's policy efforts**, ensuring the coalition remains responsive to the evolving landscape and actively engages key stakeholders.

- **Build new and maintain existing relationships with key government partners** to reinforce FHC's priorities and expand its influence in policy conversations.
- **Draft advocacy materials**, such as testimony, white papers, policy proposals, and other written content that reflect the coalition's evolving goals.
- **Monitor relevant policy developments and media coverage**, keeping the coalition informed of emerging issues, legislative activity, and public discourse related to family homelessness.

**Advance FHC's communications strategy** to amplify its policy agenda and elevate the voices of families impacted by homelessness.

- **Draft op-eds, press releases, and letters to the editor** that reflect FHC's priorities and advocacy goals.
- **Collaborate with the Steering Committee and Family Action Board (FAB)** to ensure lived experience and provider expertise are represented in public messaging.
- **Proactively identify opportunities for earned media coverage**, including outreach to journalists and media outlets.

## Qualifications

- **Minimum of 5 years of experience** leading coalitions, policy working groups, or campaigns, with the ability to facilitate collaboration and drive collective action.
- **Proven ability to communicate effectively**, with a strong understanding of the roles of city and state policymakers, government agencies, and nonprofit organizations.
- **Familiarity with the ecosystem** of organizations and initiatives addressing homelessness and housing instability.
- **Strong organizational skills and attention to detail**, with the ability to follow through on tasks independently.

- **Commitment to equity, inclusion, and trauma-informed practices**, with an understanding of how systemic barriers impact families experiencing homelessness.
- **Individuals with lived experience** of homelessness are encouraged to apply.

## Compensation

- \$60,000 for the contract year
- 20 hours per week
- Paid monthly via invoice
- Contract may be renewed pending funding availability

## Proposal Submission

Interested contractors should submit:

1. A cover letter that answers the following questions:
  - a. Describe how you would approach this scope of work.
  - b. Describe relevant work you have previously done. Give an example of how you approached your work and the outcomes of the initiative.
2. Resume or CV
3. Two references
4. A brief work sample (e.g., facilitation agenda, outreach plan, or advocacy material)

**Deadline:** October 31, 2025

**Submit to:** Laura Jankstrom, Director of Civic Engagement Programs

**Email:** [ljankstrom@cccnewyork.org](mailto:ljankstrom@cccnewyork.org)