



# The European End Street Homelessness Campaign

## Local Team Project Manager

Sample Job Description and examples of how campaign cities have provided for project manager capacity

### 1. Sample Job Description

#### OBJECTIVES

- Fully engage your community in the work to end street homelessness.
- Form and manage a Leadership Team to support this effort.
- Develop a comprehensive list and deeper demographic understanding of homeless individuals in your community by bringing the End European Street Homelessness Campaign to your community. This includes executing a Registry Week within a designated geographic area and producing or adding to an already existing by name list of homeless people in your community.
- Maximise the use of existing and available housing and service resources from the national and local levels, as well as through local leadership networks and philanthropic, voluntary and faith-based sectors to address and resolve homelessness.
- Analyse the needs and resources in your community so you can understand and utilise what is available and create and/or find resources that are in deficit.
- Identify available housing and services resources that can be utilised to place the most vulnerable and chronically homeless people into housing as quickly as possible.
- Coordinate the housing placement of vulnerable and chronically homeless persons.

#### TASKS

Phase I: (upon joining campaign until Registry Week)

- Convene or provide staffing support to a leadership team comprised of stakeholders and people of influence. This group can assist with resource development, relationship development and enhancement, obstacle removal, and serve as the oversight committee for the local End European Street Homelessness Campaign effort to find and house the most vulnerable.
- Provide overall coordination and support to run a Registry Week and complete the VI-SDPAT or whatever common assessment tool you choose to use in the designated geographical area.
  - Identify a geographical area for Registry Week.
  - Set dates for your Registry Week.
  - Develop an “End European Street Homelessness Campaign - *YOUR COMMUNITY*” Facebook page.
  - Ensure that the data from Registry Week will be available to pre-specified organisations for ongoing use and comparison through the use of relevant agreements.

## The European End Street Homelessness Campaign

- Working with the international team behind the European End Street Homelessness Campaign, define an initial set of housing placement goals for your campaign efforts and an accompanying work plan.
- Secure preliminary commitments for housing and service resources.

### Phase II (during Registry Week)

- Staff the leadership team through the Registry Week (including logistics planning, running committees and identifying human, housing and services resources). Develop work plan for the leadership team and others and support its implementation.
- Continually update the Facebook page showing partner involvement, providing updates for volunteers, highlighting donations, etc. Develop and implement marketing and PR campaign around the idea of Housing First if needed.
- Organise volunteers to conduct the Registry Week. Volunteer list to be put together strategically to involve diverse group of community members including opinion leaders, resident leaders, business leaders, homeless, housing and service providers, and representatives of philanthropic, faith-based, volunteer and service organisations. The general idea is to develop a diverse volunteer group who, through this experience, may bring subsequent resources to the solutions table.
- Secure a donated facility to house the Registry Week effort; facility will need to accommodate more than X volunteers with round tables.
- Secure or set up a facility with the technology and infrastructure for the week-long data input efforts.
- Secure a facility for the community de-brief.

### Phase III (immediately following Registry Week)

- If applicable, using data from Registry Week, complete a needs and resources analysis to show (a) housing resources available current, in process, projected, and opportunities for adaptive reuse (for example conversion of shelters and/or transitional housing to permanent housing over time); (b) services now available and projected to be accessible and (c) a gap analysis showing the deficit of housing and services to meet all of the housing needs for the homeless population in the chosen geographical area.
- Identify short and long-term means of creating the housing and services resources needed to fill the gaps. Support tasks include: development of a housing inventory including existing, approved but not yet completed, and proposed housing units for the homeless; opportunities that may exist to restructure current transitional housing facilities into permanent housing; creation of a gap analysis to show how many more people will need to be served with housing assistance either in the form of housing units or support; creation of an inventory of services resources available and gaps remaining to be filled; and conversion of all of this data into a time-based plan to match homeless people to the resources as they become available.

## The European End Street Homelessness Campaign

- Convene new working groups of agencies that pledged housing and service resources to facilitate the process of these groups working together to combine their resources and get the most long-term and vulnerable identified during Registry Week into housing. Use process improvement techniques to eliminate unnecessary steps or shorten existing steps in the housing placement process.
- If applicable, report housing placements and other local campaign outcomes to European End Street Homelessness Campaign.
- Find ways to continue to involve and include volunteers in the re-integration of vulnerable people into their new homes and communities.
- Publish a weekly or monthly newsletter sharing success stories as people move into housing and identify additional needs for donations and contributions.
- Continue to monitor emerging innovations in rapid housing placement and housing retention through working and sharing with other communities involved in the European End Street Homelessness Campaign.
- Continue to update your by name list by integrating the VI-SDPAT, or whatever common assessment tool you are using in your community, into your regular assessment process and by removing people who have been placed in housing or received the appropriate intervention from the list.

### 2. Examples of how campaign cities have provided for project manager capacity

How do communities provide on-going project management for their local campaign team? Here are a few examples from the U.S. 100,000 Homes Campaign:

- The Hollywood Business Improvement District secured a foundation grant and then contracted out to a homeless service provider to function as the project manager for their housing placement efforts.
- Metropolitan Development & Housing Agency in Nashville secured financial support from the city to pay for a campaign project manager.
- Triangle, NC, got a grant from United Way to hire a consultant to run the team.
- In Westminster, London, the local Campaign team secured an innovation grant from the local council's rough sleeping section to fund a temporary project manager to help the survey, the partnership and their week of action – [Westminster Homeless Action Together](#) – be a success.
- In European campaign cities such as [Barcelona](#), the lead organisation for the campaign has provided the project management capacity, pro-bono, from within their own staffing resources as part of their role in the campaign.