



NÍEL M. JURIST

CHIEF COMMUNICATIONS + BRAND OFFICER

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Niel Jurist is the Chief Communications and Brand Officer at CSB, where she oversees strategic communications, community engagement, media relations, and brand management. With over 20 years of experience in marketing, public relations, diversity, equity, and inclusion (DE&I), and communications, Niel has a rich background in the public service and nonprofit sectors.

Previously, Niel was Chief Communications Strategist at JPRC, a boutique family-owned public relations agency specializing in reputation risk management, strategic communications, and media relations. Before that, she was the Senior Director of Communications and Engagement at the Mid-Ohio Regional Planning Commission (MORPC), leading marketing, media relations, stakeholder engagement, DE&I, and event strategy initiatives. In this role, Niel was the communications lead for the region's LinkUS mobility and infrastructure initiative, collaborating with COTA, the City of Columbus, Franklin County, and MORPC.

Niel's earlier roles included spokesperson for the mayor's office and public information manager for the police department with the City of Gahanna. She also worked with the Ohio Treasurer of State's Office, the Ohio Senate, the YMCA of Central Ohio, and Franklin County Children Services and served as assistant director of diversity and inclusion at the United Way of Central Ohio.

Deeply committed to her community, Niel is active on several boards and committees. She is a trustee and member of the Columbus Metropolitan Club (CMC) programming committee, part of the curriculum committee for Leadership Columbus, a member of the Communications Advisory Committee at Franklin University, and an assembly delegate for the Columbus Chapter of PRSA. Her previous roles include communications chair for the Columbus Branch of the NAACP, vice chair for the Central Ohio Public Information Network (COPIN), member of the OSU Kirwan Institute Strategic Visioning Committee, and communications chair for the Columbus Chapter of Delta Sigma Theta Sorority, Inc.

Niel's passion for mentorship shines through her work with young public relations professionals. She is an alumna of the African American Leadership Academy (AALA) and Leadership Columbus (2021). Recognized for her dedication to DE&I, Niel received the Business First Outstanding Diversity Champion Award in 2021. That same year, she contributed to MORPC and the Atlanta Regional Council, receiving the National Association of Regional Councils (NARC) Achievement Award for their Racial Equity Conversation Series.

Community Shelter Board leads a coordinated, community effort to make sure everyone has a place to call home in Columbus and Franklin County, Ohio. CSB was founded in 1986 on the vision that no one should be homeless in our community, for even one night. As the system leader for the prevention of and response to homelessness in Central Ohio, CSB funds and coordinates care across 17 partner agencies providing outreach, homelessness prevention, emergency shelter, and housing programs to help low-income families and single adults facing homelessness in Franklin County regain housing stability. Over the past 10 years alone, CSB's system of care has housed more than 35,000 people.

Community Shelter Board is funded by the U.S. Department of Housing and Urban Development, the City of Columbus, the Franklin County Board of Commissioners, the State of Ohio, United Way of Central Ohio, Nationwide Foundation, American Electric Power Foundation, The Columbus Foundation, and many other public and private investors.

614-204-8722

njurist@csb.org

355 E. Campus View Blvd., Suite 250
Columbus, OH 43235

Leading a coordinated, community effort until everyone has

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