Community Engagement Director

Homestead Community Land Trust (Homestead) is a small and growing non-profit organization dedicated to creating permanently affordable homeownership in Seattle/King County. We help low and moderate income households gain stability and build equity while fostering strong, diverse and organized communities. We have 137 homes currently in our portfolio, and a membership of 300 households. By 2015 we expect to double those numbers.

This is an exciting opportunity to lead Homestead's community engagement efforts, which will directly support the expansion of our Homeownership Program to a self sustaining scale, and help growing numbers of households achieve their homeownership dreams in a safe and sustainable manner. Homestead is Washington’s largest community land trust and the only organization providing permanently affordable homes throughout the Seattle area. The Community Engagement Director will be responsible for the successful implementation of all aspects of Homestead’s community engagement work, will directly supervise support staff (support staff initially 3/4FTE), and work closely with the Executive Director and Board of Directors.

The Community Engagement Director's mission is to work with the Homestead team to:

- Raise Homestead’s visibility and engagement with its key audiences: potential and existing donors, members, clients, funders, and policy makers. Success is measured by:
  - Increase in number of donors and total donations
  - Increase in qualified applicants
  - Increase in membership and membership engagement
  - Meeting budget requirements for operating grants
  - Wining strategic policy gains favorable to Homestead's mission

Job Duties:

- With support and direction from Executive Director, lead the creation and implementation of annual resource development, communications, and policy advocacy plans for the organization in line with the organizations strategic plan.
- Engage members of the Board of Directors and other volunteers in resource development, communications and advocacy.
- Create compelling, persuasive, and concise written communications for fund development, advocacy and media purposes.
Develop and deliver compelling in person presentations that tell the story of Homestead and inspire commitment to the mission of Homestead in both advocacy and fund development settings.

- Develop and manage relationships to advance the mission of Homestead with diverse audiences ranging from homeowners and major donors to reporters and elected officials.
- Lead event planning and management of organizational events including an annual member picnic, an annual fundraiser, and other events as needed.
- Monitor key policy issues at local and state levels and collaborate with Executive Director and members to advance policies that support the land trust model of affordable home ownership.
- Ensure complete and accurate community engagement data captured in Salesforce database
- Supervise support staff and volunteers

The ideal candidate will have:

- Experience and proven success in cultivating and stewarding individual donors, running donor campaigns, and conducting individual donor asks.
- Experience coordinating fundraising and friend-raising events on scales ranging from intimate to large.
- Experience working with Executive Directors, non-profit board members and other volunteers
- Ability to develop and execute effective communication strategies using web, email, social media, print, earned media coverage, and paid advertising within a modest budget.
- Experience working policy issues including supporting education efforts with policy makers and advocacy work that advances policy goals.
- A highly detail-oriented and organized approach to work that is deadline driven.
- Excellent public speaking abilities
- Enjoy sharing the story of a great organization with all kinds of people.
- Strong ability to self direct, multi-task and prioritize micro and macro work duties.
- Comfort working in a small organization with limited administrative support.
- Desire to grow with the position
- Experience supervising staff and achieving results through the work of others
- Strong personal and professional commitment to affordable housing and community empowerment, and to developing a community-based organization.
- A strong belief in the community land trust approach to affordable homeownership.
- Excellent oral and written communication skills.
- Proficiency with Microsoft Office suite, and have significant computer aptitude.
- Understanding of diverse communities within Seattle and King County, commitment to growing one’s own cultural competency, and a commitment to equitable access to high-quality, affordable housing.
- Ability to work independently towards organizational goals and ability to be flexible and nimble to meet emerging needs.
- Ability to travel locally, and work evenings and weekends
Supervisor: Executive Director  
Classification: Full-time, Exempt position  
Starting Salary: $48,000-$53,000 DOE  
Benefits: 15 paid vacation days, 11 paid holidays, 12 sick days and medical insurance.  
Starts: May 16 or when filled

**Hiring Process:**  
Homestead will accept applications until there is a sufficient pool of qualified applicants. Homestead is an equal opportunity employer. Women and people of color are encouraged to apply.

**How to Apply:**  
Submit cover letter addressing how you meet the job requirements and resume to Sheldon Cooper:  

[Sheldon@homesteadclt.org](mailto:Sheldon@homesteadclt.org), Community Engagement Director Position in subject line.