



## **Position Posting: Community Engagement Coordinator Land Trust Program, Neighborhood Housing Services of Greater Cleveland**

### **About Neighborhood Housing Services of Greater Cleveland**

Neighborhood Housing Services of Greater Cleveland provides ongoing programs and services for achieving, preserving, and sustaining the American dream of home ownership. NHS of Greater Cleveland develops caring and respectful relationships with its clients, from pre-purchase credit counseling to final closing assistance; from training on home repairs and reservation to foreclosure prevention.

Neighborhood Housing Services of Greater Cleveland is a nonprofit, community development corporation incorporated in July 1975 as one of the charter organizations of NeighborWorks® America, a network of excellence consisting of 235 organizations working in 4,400 urban, suburban and rural communities in economic and community development across the nation. You can learn about our impact here:

<http://www.nhscleveland.org/about-nhs/>

### **About the Land Trust Program**

The Land Trust, a program of Neighborhood Housing Services of Greater Cleveland, develops quality, healthy, and energy efficient homes that provide permanently affordable home ownership and rental opportunities for low and moderate income families.

The Land Trust Program was founded in 2001 as a resident-led nonprofit serving the near west side of Cleveland. Since its merger with NHS of Greater Cleveland in 2011, the Land Trust Program has more than tripled the number of housing units in the program to 26, expanded the number of cities in which we operate, and added rental property development and management to its range of services. Land Trust homes and apartments – developed and in the pipeline – represent more than \$2.5 million of reinvestment in Cleveland and Cuyahoga County neighborhoods.

Land Trust homes are renovated or newly constructed with a goal of creating durable energy efficient homes in quality, walkable neighborhoods for purchase by income-qualified and mortgage-ready buyers. NHS of Greater Cleveland ensures homeowner success with access to strong pre-purchase homebuyer education and credit counseling, as well as post-purchase education and support.

Buyers purchase a Land Trust home with a traditional bank mortgage and lease the land on which the house sits. The land lease arrangement is a powerful tool for securing the community's investment in housing. It preserves public and private subsidy in affordable housing, assuring that the homes developed by the Land Trust continue to provide opportunities for affordable homeownership through successive sales to low or moderate income buyers.

Learn more the Land Trust Program: <https://www.nhscleveland.org/buy-a-home/land-trust-program/>

### **About Community Land Trusts**

The Land Trust Program of Neighborhood Housing Services of Greater Cleveland is one of 240 community land trust programs in the United States. Community land trusts are nonprofit, community-based organizations designed to ensure community stewardship of land. Community land trusts can be used for many types of development (including commercial and retail), but are primarily used to ensure long-term housing affordability. To do so, the land trust acquires land and maintains ownership of it permanently. With prospective homeowners, it enters into a long-term, renewable lease instead of a traditional sale. When the homeowner sells, the family earns a portion of the increased property value. The remainder stays in the house, preserving the affordability for future low- to moderate-income families. Learn more about community land trusts: <http://cltnetwork.org/tools/>

## **About the position of Community Engagement Coordinator**

The Land Trust Program is in the process of significantly expanding its program offerings and geographic impact. The Land Trust works in a variety of housing markets including areas of historical disinvestment and poor housing conditions, areas returning to stability after the foreclosure crisis, and areas with speculative investment in housing and rapidly rising housing costs. The Community Engagement Coordinator will play a key role in ensuring that the Land Trust program functions as a flexible and effective tool to meet unique housing needs in diverse communities.

The Community Engagement Coordinator will develop place-based processes and tools needed to implement the overall community engagement strategy, working directly with residents and stakeholders as well as performing support and administrative duties in an office environment. The Community Engagement Coordinator will report to the Land Trust Program Director, and work collaboratively with the Land Trust Program Manager and the Housing Development Specialist. This position will involve collaboration with staff from all NMSGC programs.

## **Responsibilities**

### Community Engagement Planning and Research

- Develop overall community engagement strategy to support the Land Trust Program. Develop strategy for engagement with residents of communities in which the Land Trust plans to expand programming including east and west side suburban communities and Cleveland neighborhoods. Develop strategy for building partnerships with municipal, organizational, and institutional stakeholders in communities we serve, as well as regional organizations with shared mission and mutual interests.
- Develop a process as part of the community engagement strategy to improve access to the full range of NHS of Greater Cleveland services for people engaged in Land Trust programming.
- Develop volunteer engagement strategy and manage volunteer events.
- Use Neighborhood Stabilization Team (NST) Web App and other data to compile actionable, detailed information on housing stock and population, housing markets, demographic and economic conditions, community health indicators and cultural and political contexts, to inform decisions about Land Trust Program expansion strategy. Document and share results of research through reports, maps, and other visual aids.
- Develop marketing plans for for-sale and rental properties.

### Community Engagement Implementation

- Build on existing planning and marketing activities by residents, community groups, and municipal partners in Shaker Heights, Ohio, to implement a recently funded Land Trust Program community engagement initiative.
- Build relationships directly with community residents to facilitate resident-led identification of community assets, needs, and solutions in order to inform Land Trust Program planning.
- Build the Land Trust Program's capacity to expand by fostering cooperative working relationships among existing and potential program partners in the public and private sector.

- Explain and promote Land Trust and NHS of Greater Cleveland programs to the public through multiple forums, including: door knocking, one-on-one conversations, community presentations, NHS of Greater Cleveland Homebuyer Education classes, social media, and traditional media.
- Develop marketing materials and implement marketing strategy to create a pipeline of potential buyers and renters for Land Trust properties.
- Conceptualize, research, write, and edit content including, but not limited to: fact sheets, website content, social media content, publications, newsletters, blog posts, press statements, talking points, flyers, fundraising material content.
- Develop ways to track and analyze community engagement activities.

### Homeowner and Tenant Relations

- Act as the initial point of contact for inquiries about Land Trust homeownership and rental opportunities and instruct potential clients in the application and orientation process.
- Coordinate rental showings, application and income certifications and move-in and move-out dates with property management staff. Maintain accurate rental records.
- Conduct one-on-one and group Land Trust orientation sessions for potential Land Trust homebuyers, including orientation to the ground lease, resale formulas, and program requirements.
- Develop relationships with Land Trust homeowners, assessing their needs and assets. Participate in the development and implementation of post-purchase programs to support homeowners.
- Develop relationships with tenants of Land Trust rental properties, assessing their needs and assets. Participate in the development of programming that supports tenant's needs and goals.
- Interpret and communicate information about the relationship between health and housing with homebuyers and tenants. Working with partners, facilitate programming that contributes to improved indicators of community health including rates of illness linked to lead, asbestos, and indoor air quality.
- Monitor homeowner compliance with lease and program terms.
- Engage Land Trust homeowners and tenants in an organizational capacity with NHS of Greater Cleveland board, committees, and staff.
- Lead staff on management of homeowner and tenant data through HomeKeeper program.

### **Minimum Qualifications**

Successful candidates will demonstrate skills and abilities that will allow the candidate to excel in the position of Community Engagement Coordinator. NHS of Greater Cleveland recognizes the power of diversity in our programming and workforce, and encourages applications from individuals with varied experiences, perspectives and backgrounds. Paid employment in the nonprofit field is not a prerequisite for this position.

- 3 – 5 years of experience working as part of a group or team to solve problems. Successful candidates should clearly demonstrate their roles and experience in researching an issue or problem, developing goals, defining strategy, implementing tactics toward accomplishing goals, critically analyzing outcomes of strategy and tactics, and managing change that responds to analysis of outcomes.
- Demonstrated experience communicating with, and facilitating cooperation among, people and organizations with diverse interests
- Demonstrated ability to communicate complex ideas through written and verbal communication
- Ability to coordinate multiple projects simultaneously and set and meet deadlines
- Ability to use discretion and maintain confidentiality of donor and project information
- Strong analytical skills and ability to gather and synthesize data from quantitative analysis and qualitative interviews in order to distill themes, build narratives, and assess programmatic implications
- Demonstrated ability to learn and synthesize information about historical and current policy and practices that contribute to both systematic and community-specific housing and economic issues
- Existing skills in, or ability to quickly learn advanced functions of, Microsoft Office applications

- Ability and motivation to learn design software to create marketing materials in-house, and to work with marketing and design professionals to implement marketing strategy
- This position requires occasional evening and weekend work. NHSGC is proactively complying with the requirements of the Final Rule update to the Fair Labor Standards Act. As a nonexempt position, the Community Engagement Coordinator will not work over 40 hours per week, and evening and weekend work will be scheduled to be part of a 40 hour work week. NHSGC is committed to supporting the work-life balance of its employees.

### **Preferred Qualifications**

- 5 – 10 years of experience working as part of a group or team to solve problems
- 1 – 3 years of experience performing or interpreting market analyses
- 1 – 3 years of experience creating and implementing marketing plans
- Real Estate Salesperson or Broker Licensed in Ohio
- Demonstrated use of written and/or verbal skills for communicating within multiple cultures or languages, especially Spanish, Arabic, and/or Mandarin.
- Functional listening and speaking skills in Spanish strongly preferred.
- Experience using Adobe Creative Cloud products (or similar) to design marketing materials
- Experience researching and managing data using the following (or similar): advanced Excel functions, proprietary or open source Geographic Information Systems or mapping software, Neighborhood Stabilization Team (NST) databases, census datasets, and Salesforce software

### **Salary and Benefits**

- Annual Salary \$30,000 to \$38,000 commensurate with experience and qualifications. NHS of Greater Cleveland offers a comprehensive benefits package.

*We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.*

### **Send cover letter and resume to:**

Marge Misak, Land Trust Program Director  
NHS of Greater Cleveland  
5700 Broadway Avenue  
Cleveland, OH 44127

Or to:

Marge Misak, Land Trust Program Director  
[MMisak@nhsleveland.org](mailto:MMisak@nhsleveland.org)

### **No Phone Calls Please**