JOB ANNOUNCEMENT: DIRECTOR OF STRATEGIC PARTNERSHIPS AND COMMUNITY RELATIONS
POSTED: October 14, 2019

Housing Development Corporation MidAtlantic (HDC) is currently seeking a Director of Strategic Partnerships and Community Relations. The Director is an executive level leadership position, responsible for overseeing resource development, advocacy and communications strategies. This position is based in Lancaster, PA.

HDC MidAtlantic is committed to long-lasting partnership and collaboration in the communities we serve. We believe that authentic connections and relationships lead to strong partnerships and to greater contributions of time, talent and resources to create a world where a safe, welcoming, affordable place to call home is open to everyone. The ideal candidate will be committed to HDC MidAtlantic’s vision, mission and values and embrace a culture of excellence, collaboration, diversity and inclusion. To find out more, visit www.hdcweb.com.

Description:

The Director of Strategic Partnerships and Community Relations is responsible for advancing housing advocacy, resource development, and communications strategies in support of HDC MidAtlantic’s mission. This is a new position, created to support the successful implementation of HDC’s new 5 Year Strategic Plan, which is focused on people and partnerships. The Director will build out and oversee a Strategic Partnerships and Community Relations team, working across departments and with diverse stakeholders to form mutually beneficial partnerships in support of our mission, vision and values. The goals of the team are three-fold: diversify funding sources and partners, advance housing advocacy and policy, and promote effective communications, both internal and external. Direct reports include a Communications Associate, and eventual supervision of a Resource Development Manager and Advocacy and Engagement Coordinator, hired as additional resources are secured.

Primary Responsibilities:

Leadership

- Participates as a member of the Executive Leadership Team to provide a united, visible, and strong leadership presence across the organization to help instill new thinking around partnerships and community, focus and prioritize efforts, operationalize the organization’s strategic plan, and integrate a culture of philanthropy and partnership.
- Provides goal setting, visioning, leadership, and strategic direction for resource development, advocacy and communications.
- Creates and implements an HDC ambassador program for employees, residents and board members to become champions for HDC MidAtlantic; to be part of partnership building, developing relationships for resources and communicating shared messages and stories of impact.
- Supports and cultivates the professional growth and leadership development of team. Ensures that team members are invested in activities and decisions and that the team works together and across departments to achieve organizational goals.
Resource Development
- Develops 5-year fundraising goals and annual workplans to grow and diversify revenue streams to further HDC’s strategic goals and organizational needs. This includes but is not limited to public and private sources such as foundations, corporations and individuals, special events and board fundraising efforts.
- Identifies and develops mutually beneficial partnerships based on opportunities in our primary markets (Lancaster, York, Berks, Chester, Lehigh Valley and Delaware).
- Develops and maintains strategic relationships with key stakeholder groups: businesses, elected officials, government, community organizations, donors, volunteers, funders, etc.

Communications
- Effectively explains HDC’s vision, mission, programs and goals that is compelling, impactful, and easy to understand, focused on resident lived-experience, program outcomes, storytelling and evidence-based research.
- Develops content to incorporate multiple ways to share information and educate people about who we are; what we do, why we do it and our impact.
- Provides oversight of HDC’s communications efforts that is on brand. This includes internal and external communications, including volunteers, board members, donors, funders, media, and other businesses and organizations through web, electronic, print, and social media platforms.

Advocacy
- Provides leadership in the development and implementation of policy priorities and strategies for implementation.
- Cultivates relationships with local, national and state leaders and partners to promote HDC’s policy priorities.
- Facilitates the involvement of resident leaders and community partners in promoting policy and program priorities, helping to organize around opportunities to affect positive change.
- Facilitates training, technical assistance and tools to empower board and staff to represent and advocate on behalf of HDC MidAtlantic and our mission and build authentic and meaningful community connections in the communities we serve.
- Write and distribute reports, articles, briefs and memoranda on issues related to affordable housing policy and programs.

Qualifications
- Minimum of a bachelor’s degree required. Master’s degree preferred.
- 8 plus years of progressive leadership experience and responsibilities in a non-profit setting.
- Demonstrated success in fundraising efforts within a non-profit organization.
- Experience in organizational communications including positioning, key message development, content development of collateral material, public relations, and research.
- Skilled in community relations, public relations and program management.
- Experience in organizing or advocacy efforts.
Key Competencies

- Collaborative, values-based leader who has a proven track record of achieving results.
- Strategic and creative thinker with excellent verbal and written communication skills.
- Strong interpersonal skills, ability to work collaboratively and collegially within a multi-faceted organization while effecting and leading change where needed.
- Capacity to respect, understand and positively engage persons of other cultures and backgrounds.
- Ability to demonstrate empathy and compassion in decision-making and communications.
- Commitment to improving the overall quality of life for residents and building healthy communities through the provision of high-quality affordable housing.
- Understanding of the complex social and housing needs and issues of lower-income individuals, families, and seniors.

HDC Commitment to Diversity & Inclusion:
HDC embraces and encourages our employees’ differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, any other status protected by law and other characteristics that make our employees unique.

Interested candidates should send their cover letter and resume to HDC's Director of Human Resources at recruiting@hdcweb.com.