

## **JOB DESCRIPTION**

# **Housing Land Trust of Sonoma County Homeownership Program Director**

**BASIC DESCRIPTION:** To coordinate and carry out a variety of tasks associated with the following functions supporting the implementation and ongoing administration of the Housing Land Trust of Sonoma County:

- 1. Personal training and orientation regarding the community land trust (CLT) model; community education and outreach regarding the community land trust program.**
- 2. General program administration and support to Staff, Executive Director (ED) and any committees.**
- 3. Housing Project Development**
- 4. Project Marketing and Unit Sales**
- 5. Other functions (as directed by the ED)**

### ***FUNCTIONS:***

- 1. Personal training and orientation regarding the community land trust (CLT) model; community education and outreach regarding the community land trust program.**

Responsibilities are to participate in an ongoing program of training and orientation activities of the CLT model, and lead a community education and outreach effort regarding the community land trust program; for example:

- a) Review the Institute for Community Economics' CLT Legal Manual and assess administrative implications of implementing the CLT model;
- b) Attend training events;
- c) With assistance from ED, identify and recruit key community stakeholders (e.g. city officials, housing activists, neighborhood residents, lenders, realtors, appraisers, other non-profit housing agencies, etc.) whose skills, interest, mission, enthusiasm and support will add value to and increase community support for the community land trust program.
- d) With assistance from ED develop and implement cohesive marketing and public relations plan for the community land trust program.

- e) With assistance from ED, plan, prepare, produce and distribute general information and project/program specific publications such as brochures, press releases, public service announcements, etc.
- f) With assistance from ED, develop and implement a regular schedule of community outreach/education forums on affordable housing problem, and the CLT model as a key response to the problem (e.g. general advocacy for social and economic justice; how to sell to, buy from, donate property to the CLT, the Why and How of resale restrictions, etc.)
- g) With assistance from ED, develop, promote and coordinate a speakers bureau, members of which can address other community organizations and institutions, complement other community outreach and education activities, etc.
- h) Provide support for community fundraising activities in support of Land Trust's program.
- i) Represent, or coordinate the representation of the Land Trust program at public and neighborhood meetings as necessary.
- j) Etc.

## 2. **Housing Project Development**

Responsibilities are to coordinate and carry out a variety of housing project development activities; for example:

- a) In consultation with ED and committee, develop and maintain a project development "pipeline" by identifying and negotiating ED approved site control agreements for new housing development activity, and/or the acquisition and rehabilitation, as necessary, of existing homeownership opportunities.
- b) Coordinate and/or carry out "due diligence" activity for all proposed development projects and report findings on project feasibility;
- c) With assistance from ED, and Project Development Committee, identify financial resources and obtain (or coordinate, as the case may be, the obtaining of) necessary project approvals, building permits, construction financing commitments, etc. for all acquisition, development and rehabilitation activities;
- d) Assemble, manage and coordinate activities of a project development team, as appropriate for each development project (lenders, architects, contractors, construction managers, other consultants, etc.);
- e) Produce follow up reports for funders and other partners;
- f) Etc.

## 3. **Project Marketing & Unit Sales**

Responsibilities are to coordinate and carry out a variety of project-specific marketing and unit sales activities; for example:

- a) Plan, carry out and/or coordinate the implementation of marketing and sales plans for each CLT home ownership opportunity to include newspaper, radio and other media, etc.; coordinate professional services as appropriate
- b) Respond to general inquiries about HLTSC's programs and services.
- c) Execute ED approved purchase and sales contracts.
- d) Coordinate flow of information among property owners, Realtors, appraisers, loan officers, title companies, homebuyers, property inspection professionals, etc.
- e) Develop and administer pre- and post-closing checklists to facilitate orderly property transfers (e.g. between seller and Land Trust, Land Trust and buyer).
- f) Coordinate and supervise closings for Land Trust units; coordinate and carry out proper recordation and filing of closing documents and loan settlement sheets
- g) Etc.

**4. Ongoing Leaseholder Support**

- a) Monitor payment of Ground Lease Fees
- b) Maintain regular contact with leaseholders
- c) Coordinate an annual event and leaseholder meeting
- d) Provide referral to resources such as contractors, tax preparers, credit counseling, etc. as appropriate.
- e) After notice of intent to sell from any existing leaseholder, coordinate the process of resale, marketing and qualification of a new buyer.

**5. Other functions (as directed by the ED)**

- a) administer, supervise, coordinate or carry out other tasks/activities as may be assigned

***REQUIRED KNOWLEDGE, SKILLS AND ABILITIES***

Knowledge of, or ability to obtain a working knowledge of the basic principles of the community land trust model and ability to communicate them effectively.

Knowledge of, or ability to obtain knowledge of general marketing and public relations principles.

Knowledge of, or ability to obtain knowledge of, and ability to successfully execute project development activities and real estate transactions.

Knowledge of, or ability to obtain knowledge of, and communicate basic mortgage underwriting principles.

Knowledge of, or ability to obtain knowledge of board, staff and committee relationships and protocols.

Knowledge of, or ability to obtain knowledge of basic budget development and administration.

Ability to establish and maintain effective employee and public relations and ability to work effectively with a volunteer board of directors.

Knowledge of personal computing; word processing and spreadsheet applications.

Ability to plan and forecast workload within areas of responsibility, develop objectives, and arrange resources to assure the accomplishment of objectives.

Ability to communicate effectively, orally and in writing.

Ability to plan time, establish priorities and manage a heavy workload.

*date:* \_\_\_\_\_

*signed:* \_\_\_\_\_  
*supervisor*

*date:* \_\_\_\_\_

*signed:* \_\_\_\_\_  
*employee*

=====