

Casita Coalition Director Opportunity

Deadline to apply – July 31, 2020

Job Summary

The Casita Coalition, www.casitacoalition.org, seeks an energetic and entrepreneurial Director to build and grow our new organization. The position will be the first hire for the Casita Coalition and is a great opportunity to shape the organization and influence housing policy and practice statewide. The person will report to the Board of Directors and eventually oversee a small staff.

The Director will be in charge of all aspects of growing and sustaining the new nonprofit. Focus areas include 1) Manage organization, 2) Plan events and develop tools, 3) Manage communications, 4) Develop membership base, 5) Develop partnerships. The ideal candidate will have a mix of the following skills: subject expertise (Accessory Dwelling Unit or ADU and missing middle housing), nonprofit management, public policy experience and/or government relations, coalition building, membership development, strategic thinking, and work in diverse communities/low-income communities.

Note: Casita Coalition will be hiring a second position in the coming months appropriate for someone newer to the field or with less qualifications. Please let us know if you are interested in this other position, jobs@bdplanning.com

About the Casita Coalition

The Casita Coalition is a state-wide, one-stop comprehensive resource for homeowners, professionals, and policymakers as they navigate the process of adding small housing units to existing communities. It was founded in late 2019 and is in the process of completing its nonprofit incorporation. Currently, it has approximately three years of funding secured.

The Casita Coalition seeks to expand this progress and ensure equal access to benefits of ADUs regardless of race, ethnicity or income by providing in-depth, free access to information about law changes, financing, best practices, and process. Many of The Casita Coalition's board and members played an instrumental role in designing recent ADU legislation. In the mid to long term, the Casita Coalition is also interested in encouraging other types of small homes such as duplexes, quadplexes, etc.

Tasks/Responsibilities

Below are key tasks for the Casita Coalition. It is ok if the Director does not feel comfortable with all these tasks as consultant help is available as needed.

1) Organizational Manager for The Casita Coalition

- Primary point of contact for The Casita Coalition
- Organize and attend all Board calls and working group calls/meetings
- Write grants and develop other funding streams

2) Plan Events and Develop Tools

- Develop enhanced website and print media including materials for technical assistance to cities, homeowners, non-profit technical assistance organizations
- Develop homeowner stories and agency best practice case studies for website and educational materials

3) Manage Communications

- Coordinate the preparation and implementation of a communications plan
- If fundraising is successful, supervise implementation of homeowner awareness campaign
- Oversee production of newsletter/e-blast

4) Develop Membership Base and Services

- Coordinate working groups (committees within the coalition to address ADU policy issues)
- Organize a webinar series and potentially an annual conference
- Recruit small builder, realtors, and other stakeholders to join Casita Coalition
- Develop vetted membership services directory (e.g. Yelp or Angie's List)

5) Develop Organizational Partnerships

- Work with Board to develop partnerships with at least 6 cities or aligned organizations to promote small homes/ADUs around the State
- Expand Casita presence and membership statewide and increase ADU development.

Location

San Francisco Bay Area, Sacramento or Los Angeles, CA

Qualifications

The ideal candidate will be passionate about housing and making a positive impact in the state. They will be enthusiastic about ADUs and small homes, a strategic thinker, collaborative, creative, entrepreneurial and nimble. We are particularly interested in candidates who have experience interfacing and building relationships with cross-sector partners.

Our ideal candidate will have experience working in the housing industry, an understanding of the housing landscape and key players in state, and exemplary project management, relationship building and communications skills.

Desired qualifications include:

- At least 5 years of relevant professional experience, ideally in nonprofit, government, and/or private sector housing-related organizations (7+ preferred)
- Four-year college degree; prefer degree in relevant field (e.g. urban planning, real estate, public policy, law, political science, architecture) and/or relevant work experience. (Masters Degree preferred)
- History of building a nonprofit organization or campaign
- Proven project management skills and the ability to handle multiple simultaneous tasks and develop work plans and systems to ensure project accountability
- Experience raising money through grant writing and paid membership.
- Strong presentation and facilitation skills with demonstrated experience working with

- smaller coalitions and addressing larger audiences
- Keen research, writing, analytic, organization and problem-solving skills
- Experience working with a volunteer governing body
- Proficiency in Microsoft Suite of software programs, experience with databases and developing data tracking systems
- Experience with website management, email platforms and social media

Salary and Benefits:

Salary: \$85,000 - \$100,000, depends on experience

Full time

Comprehensive set of benefits including sick leave, vacation, disability insurance, educational opportunities, retirement match

Application Process

Please send cover letter and resume to jobs@bdplanning.com

Note that we will be reviewing applications on a rolling basis – please submit your letter of interest as soon as possible, no later than July 31, 2020.

Casita Coalition is an Equal Opportunity Employer

We strongly encourage women, people of color, LGBTQIA+ persons, bilingual/bicultural people, people of different levels of physical ability, and all qualified persons to apply for this position. Much of the program work will be in communities of color.