



Executive Director Opportunity

Posted March 30, 2021

Housing Santa Cruz County seeks a dynamic founding Executive Director to further establish a housing advocacy organization for Santa Cruz County. The Executive Director will be responsible for overseeing the strategy, sustainability, and operation of the organization, including strategic direction, fundraising, membership, and board development.

Housing Santa Cruz County's (HSCC) Mission is to ensure Santa Cruz County is an inclusive thriving, just, diverse, culturally rich and sustainable community by promoting affordable, safe, stable homes for local residents and workers. See more at www.housingsantacruzcounty.com

HSCC Organization

HSCC is a fiscally-sponsored project of New Way Homes, with initial funding from Community Foundation Santa Cruz County, Eden Housing, MidPen Housing, Housing Choices, Smart Solutions to Homelessness, and many others.

The Executive Director will be a .5 FTE employee, joining a part-time administrative assistant who will be available to support administrative tasks during the onboarding phase. The Executive Director will report to and work closely with the Governing Board to grow and sustain the organization.

Key Areas of Responsibility

1. Fund Development & Marketing

- Lead fundraising efforts, including identifying, writing, and securing grants; maintaining existing funder relations; and seeking new partners
- Provide direction on organizational communications, including the website, earned media, social media platforms, and collateral
- Increase membership through member outreach and engagement
- Meet with community leaders to build and strengthen partnerships

2. Organizational Mission & Strategy

- Work with the board to further develop and realize HSCC's vision, mission, and operating principles
- Guide the development and implement strategic plan, ensuring that staff, budget, and priorities are aligned with plan and core mission
- Provide direction and guidance to administrative assistant and any other team members that may join this organization
- Represent HSCC and collaborate with other local and regional housing advocacy leaders, elected officials, and other affiliated organizations to achieve HSCC's goals
- Engage in the work of the organization as needed, including providing policy direction, working particular policy issues, assisting with preparation of communications, and responding to legislative issues

3. Board Governance

- Assist with the development, recruitment, and engagement of a strong and diverse Governing Board
- Communicate with the Board and provide all information necessary for the Board to function properly and make informed decisions
- Serve as an ex-officio member on Board Committees
- Seek and build board involvement in fundraising, membership, and events

4. Financial, Operations & Personnel Oversight

- Prepare a proposed annual budget and coordinate preparation of monthly financial statements that accurately reflect the financial condition of the organization
- Oversee financial management to ensure ongoing budget stability, maximum resource utilization, and maintenance of the organization in a positive fiscal position
- Recruit, supervise, and evaluate HSCC staff and consultants, as appropriate
- Ensure fulfillment of New Way Homes fiscal sponsor responsibilities

Qualifications

Candidates will have affordable housing and/or non-profit leadership experience, a track record of growing start-up organizations, and experience building and strengthening collaborative relationships.

Preference will be given to candidates who meet additional qualifications listed below. Applicants need not meet every skill or qualification listed below to apply. A strong applicant will match at least 80%.

- At least 10 years of overall professional experience, ideally with strong advocacy and housing policy track record
- Prior nonprofit leadership experience, including board development, fundraising, marketing/branding and fiscal management experience
- Politically astute leadership with the ability to set clear priorities, delegate, and guide investment in people and systems
- Keen analytic, organization and problem-solving skills, which support and enable sound decision making
- Ability to handle multiple simultaneous tasks, extremely organized, accurate, responsible, flexible, diplomatic and able to work well under pressure
- Excellent coalition building skills with an ability to communicate and work effectively with a variety of internal and external stakeholders; a persuasive negotiator able to achieve consensus amongst differing opinions
- Outstanding presentation and communication skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser
- Strong commitment to the professional development of staff; successful track record of recruiting and retaining a diverse team
- Experience with diverse, multilingual, and lower-income communities
- A BA, MPP, MPA, or related advanced degree in public policy, budgeting, and organizational leadership OR equivalent professional experience
- Strong coalition relationships in Santa Cruz County

Compensation

Salary range \$40,000 - \$55,000 for .5 FTE, with a stipend for home office, health, and retirement benefits.

This position is funded at this level for one year. The Executive Director is expected to take strong direction in growing and sustaining the budget to meet the scaling needs of work. The position could grow in hours and compensation depending on fund development outcomes.

Application Process

Please send cover letter and resume to the attention of HSCC Executive Director Search at director@housingsantacruzcounty.com

Note that we will be reviewing applications on a rolling basis – please submit your letter of interest as soon as possible. Our current deadline for submission is May 1, 2021.

HSCC is an Equal Opportunity Employer

We strongly encourage women, people of color, LGBTQ persons, bilingual/bicultural people, people of different levels of physical ability, and all qualified persons to apply for this position.