Policy Director

Position Overview

Generation Housing seeks a strategic, collaborative, and mission-driven Policy Director to lead the organization's housing policy and advocacy efforts throughout Sonoma County and the North Bay.

Reporting to the Executive Director, the Policy Director directs Generation Housing's on housing policy, land use, and housing production issues. The position is responsible for monitoring and analyzing local, regional, state, and federal policy developments; developing advocacy strategies and campaigns; building relationships with public officials and community partners; and helping shape Generation Housing's long-term policy agenda on issues including housing production, affordability, land use, transportation, and community development.

The Policy Director serves as a member of Generation Housing's leadership team, supervises the Policy Coordinator and plays a central role in shaping the organization's strategic direction.

This is a full-time (40 hours/week) exempt position.

Key Responsibilities

Political strategy and policy development (50%)

- Direct and implement Generation Housing's strategy on local, regional, state, and federal advocacy, policy positions, and campaigns that advance housing affordability, supply, and housing choice..
- Monitor public meetings, legislation, budgets, General Plans, Housing Elements, housing production trends, and other policy developments relevant to Generation Housing's mission.
- Develop and implement advocacy strategies, policy positions, and campaigns that advance housing affordability, supply, and housing choice.
- Conduct policy research and analysis to identify emerging opportunities and challenges and help develop annual advocacy priorities and work plans.
- Provide strategic oversight and guidance to the Policy Coordinator's housing project monitoring, research, and endorsement activities.
- Collaborate with staff and partners to build public support and political will for housing solutions.

Community relations and public leadership (25%)

- Build and maintain productive relationships with elected and appointed policymakers, local government staff, housing developers and other stakeholders.
- Facilitate Generation Housing's Policy Committee and integrate member feedback into advocacy priorities.

- Coordinate regular engagement with housing and planning staff across Sonoma County jurisdictions.
- Represent Generation Housing at public meetings, community events, and conferences, and develop educational content and programming, including workshops, trainings, and public presentations, to advance housing literacy and policy engagement.

Research, communications and technical assistance (15%)

- Oversee policy monitoring, research, and data analysis functions and translate findings into advocacy strategies and organizational priorities.
- Prepare policy briefs, position papers, presentations, reports, public comments, and other written materials that position Generation Housing as a policy thought leader within the region.
- Provide technical assistance and policy guidance to community members, partners, advocates, and local leaders.
- Collaborate with staff to develop educational materials and public-facing communications.

Operations, Management and Compliance (10%)

- Supervise, mentor, and support the Policy Coordinator.
- Develop work plans, establish priorities, and support staff professional development.
- Assist with grant proposals, funder reporting, and program budget development
- Track program activities and expenditures and maintain appropriate records.
- Coordinate with the Executive Director, fiscal sponsor, legal counsel, and consultants regarding lobbying, advocacy, and compliance activities.
- Contribute to organizational planning, fundraising, and other initiatives as needed.

Other duties as assigned

Qualifications

Must have qualifications include:

- Must have experience developing and implementing housing production policy, advocacy, public affairs, or political strategies OR significant experience in California multi-family housing development.
- Must have strong professional experience and understanding of California housing policy, local governance, land use planning, and housing development, including Housing Elements, RHNA, housing streamlining laws, CEQA, and transit-oriented development.

- Demonstrated leadership experience, including personnel supervision, project management, and the ability to balance multiple priorities in a dynamic environment.
- Excellent written, verbal, and public speaking skills, including experience preparing reports, presentations, and educational materials.
- Experience building relationships and working collaboratively with diverse stakeholders.
- Strong strategic thinking, sound judgment, and the ability to navigate complex political environments.
- Proficiency with Google Workspace, Zoom, Slack, and other cloud-based collaboration tools.

Additional desired assets include:

- Knowledge of Sonoma County or North Bay housing issues and stakeholders.
- Experience with housing data analysis, GIS, Tableau, Airtable, R, Salesforce, or similar tools.
- Experience facilitating workshops, trainings, or community engagement efforts.
- Spanish language proficiency and/or bilingual and bicultural experience.
- A master's degree in Public Policy, Urban Planning, Public Administration, Political Science, Sociology, or a related field is preferred but not required. Equivalent combinations of education and professional experience will be considered.

This position requires regular in-person engagement throughout Sonoma County, including meetings with local jurisdictions, elected officials, community partners, and attendance at public meetings.

Candidates must live within a reasonable commuting distance of Sonoma County (north of the Golden Gate) or be willing to relocate upon hire. Generation Housing offers a hybrid work environment. Given the public-facing nature of the role, the Policy Director is expected to attend in-person meetings and work in the office at least eight days per month—an average of two days per week.

Compensation

The salary range for this position is $136,665 annually. Additional compensation is available for qualifying credentials and skills, including Spanish language proficiency or fluency, master's degrees, and doctoral degrees.

Generation Housing utilizes a transparent compensation structure and does not negotiate salaries. This approach helps ensure consistency, fairness, and equity across our team.

As a project of the Tides Center, Generation Housing employees receive access to a comprehensive benefits package that is uncommon among organizations of our size.

Benefits include:

- Comprehensive medical coverage for employees **and dependents** through Kaiser and Blue Shield plans, with Generation Housing covering nearly the full premium cost.
- Dental, vision, life, AD&D, and disability insurance.
- Maven family and reproductive health services.
- FSA, HSA, commuter benefits, and Employee Assistance Program.
- 403(b) retirement plan with immediate vesting and employer match up to 5%.
- Up to 25 vacation days, 12 wellness days annually, 12 paid holidays, and a floating holiday.
- Paid parental leave and eligibility for Public Service Loan Forgiveness programs.

Generation Housing is committed to supporting employees as whole people. We strive to foster a workplace culture that values flexibility, professional growth, family responsibilities, and long-term sustainability while advancing meaningful work that improves communities throughout the North Bay.

Application

Please email a resume and cover letter to jobs@generationhousing.org and indicate “Policy Director – YOUR NAME” in the subject line of the email.