

Job Title: Associate Director of Advocacy and Community Partnerships

Location: Charlottesville, Virginia

Reports to: Chief Partnership Officer

Employment Type: Full-time, exempt. Occasional nights and weekends.

Habitat for Humanity of Greater Charlottesville is a non-profit organization that brings people together to build and rebuild homes and communities, so that everyone in Charlottesville can have a decent place to live. We are deeply committed to working in respectful partnership with community members to support healthy neighborhoods.

Habitat also owns and operates the Southwood Mobile Home Park, a 120-acre, 1,300 resident community located in Albemarle County. We are currently working side by side with residents to redevelop the park into a mixed-use, mixed-income community of more than 1,000 new homes and businesses without resident displacement. When complete, Southwood will be a national model of compassionate and inclusive resident-led redevelopment. At Southwood and elsewhere, Habitat rebuilds communities via a long-term Asset Based Community Development approach, using the skills and talents of community members themselves to help them achieve their own vision.

Job Summary:

The Associate Director of Advocacy and Community Partnerships (ADACP) is part of Habitat's Department of Family and Community Partnerships and reports to the Chief Partnership Officer (CPO). In close collaboration with the CPO, the ADACP is responsible for developing and implementing strategic initiatives for outreach, positive engagement and true partnership with families, agencies and the broader community of stakeholders to advance Habitat's mission and strategic priorities. Such outreach and engagement efforts include, but are not limited to, local churches, community-based organizations, advocacy groups, government agencies, UVA, schools, businesses, Habitat partner families, neighborhood associations, and local residents. The ADACP, in partnership with the CPO and CEO, will also be responsible for leading Habitat's advocacy efforts including the promotion of policies and systems that advance affordable housing in our community, coalition building, and grassroots mobilization. The ADACP will oversee the growth and development of partner family empowerment and leadership initiatives including the Habitat Homeowner Council and Southwood Resident Advisory Committee.

Primary Responsibilities:

Community partnerships

- Identify, cultivate, and strengthen relationships with community based organizations, service providers, corporations, cultural institutions, civic organizations, human services agencies, public officials and volunteer groups to deepen Habitat's impact and local involvement in the community

- Serve as a liaison between Habitat and the broader community and represent Habitat at appropriate conferences, fairs, and other community events to promote awareness and engagement opportunities
- Host “Habitours” and other public education events on affordable housing/homeownership for volunteer groups, students, neighborhood associations and other interested community members to promote increased awareness and support for Habitat and the need for affordable housing
- In collaboration with Associate Director of Operations and Volunteer Programs (ADOVP), enhance existing partnerships and pursue new volunteer partnerships with local organizations (corporate, civic, and faith groups)

Partner Family Outreach and Engagement

- Supervise two Community Engagement Associates (CEA), community organizers who work to help Habitat build strong, trusting relationships with Habitat partner families, Southwood residents and other low-wealth communities in the region
- In partnership with CEAs, develop and implement a robust “street outreach” effort to build strong relationships with residents living in the Southwood mobile home park and engage them in redevelopment planning and community leadership opportunities
- Support consistent, thoughtful Habitat Homeowner engagement efforts throughout the year, including an annual Habitat Homeowner Family Reunion
- Implement a robust outreach strategy for potential applicants to the Habitat Pathways and Homebuyer programs, focusing on reaching deeper into local, long-term high poverty communities

Leadership/Empowerment programs

- Work with the Homeownership Services team to empower homebuyers and neighborhood residents to become housing advocates and community leaders.
- Support the growth and development of the Habitat Homeowner Council, which provides critical support in enhancing programs and services supporting partner families
- In collaboration with CPO and the Southwood Community Engagement team, plan, launch and grow a Southwood Resident Advisory Council that informs planning and decisions around redevelopment and property management activities in Southwood
- In collaboration with volunteer engagement department, strengthen the Habitat UVA (HUYA) and Habitat Youth Leadership Team (HYLT) to create value-add partnerships and formative learning experiences for young people
- Collaborate w/ CPO (externally) to design and implement tools, data collection plans and metrics to track resident and stakeholder feedback related to Habitat engagement, programming and satisfaction

Advocacy

- In collaboration with the CEO and CPO, help support the implementation of a comprehensive strategy for advocacy and community engagement initiatives that advance Habitat’s Housing System Development goals
- Oversee Cost of Home advocacy campaign communications, including social media
- Educate policymakers and community leaders on housing policy and issues affecting Habitat’s ability to further its mission.
- Coach partner families in becoming public advocates for affordable housing
- Mobilize Habitat stakeholders to show up at public meetings and/or contact decision makers for critical advocacy initiatives

- Actively participate in and represent Habitat at community meetings related to local policy and advocacy, as directed by CPO (e.g. CHAAHC, CLIHC, City Council, County Board of Supervisors, Habitat Virginia, etc.)
- Oversee Habitat on the Hill national legislative conference recruitment and mobilization activities

Communications and Advancement

- Participate on the Communications team to support authentic partnership between DFCP and Advancement teams in expressing partner family stories
- Oversee Partner Family communications and work with Advancement Communications Manager to ensure content is consistent with Habitat branding
- Support advancement and volunteer engagement teams w/ communications and implementation of Habitat Rake-a-Thon, Home Dedications, and other special events
- As needed support advancement activities toward realization of fundraising goals as directed by CPO and/or CAO
- Perform other duties as assigned by Chief Partnership Officer

Prerequisite Requirements:

- Bilingual fluency preferred: English and Spanish.
- Demonstrated record of establishing and strengthening community partnerships that lead to action
- Ability to work well with diverse populations including sponsors, partner families, staff, community leaders, board members, low wealth communities, advocates and donors
- Strong organizational skills including ability to multi-task effectively
- Excellent writing and communication skills
- Strong computer skills including Word, Excel, Outlook, and PowerPoint
- Ability to remain calm and focused in a constantly changing environment
- Strong discretion and judgment
- Positive attitude and passion for community service
- Flexibility to work Saturdays and occasional evenings
- Commitment to Habitat for Humanity's mission of service to others
- Sensitivity to the needs of people from multiple cultures and backgrounds
- Positive, "can do" personality
- Driver's license and insurable driving record

Habitat for Humanity is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, basis of disability or any other federal, state or local protected class. Women, minorities and protected individuals such as those covered by Section 3 are encouraged to apply.