



POSITION DESCRIPTION

JOB TITLE:	Purple Line Community Outreach Specialist
DEPARTMENT:	Housing Counseling
FLSA STATUS:	Exempt
REPORTS TO:	Director of Housing Counseling Program
SUPERVISES (DIRECT):	None
REVISED:	September 8, 2020

ABOUT HIP:

Housing Initiative Partnership is an innovative, green nonprofit housing developer and counseling agency dedicated to revitalizing neighborhoods. HIP creates housing and economic security for low- and moderate-income households and provides services that improve the quality of life in the communities we serve.

HIP has offices in Hyattsville, Germantown and Gaithersburg, MD.

POSITION SUMMARY:

The Purple Line Community Outreach Specialist will engage residents living along the Purple Line Corridor to ensure they access resources to maintain safe, affordable and healthy housing. The goal is to ensure that renters at risk of displacement due to development are connected with all available tenant resources and housing options. The Purple Line Community Outreach Specialist will facilitate renters' connection to services offered by Housing and Financial Capability Counselors. This position requires ongoing liaison with community members, media, stakeholders, government officials, business and non-profit organizations, including local property managers. The Purple Line Community Outreach Specialist will conduct educational and informational presentations using a variety of platforms, including social media and earned media, online forums, webinars, and in-person convenings.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Outreach

- Work with HIP's Director of Housing Counseling to implement an outreach campaign targeting property managers and residents along the Purple Line Corridor.
- Develop PowerPoint presentations, flyers and other materials.
- Build relationships with government, nonprofit and private organizations, property managers and community stakeholders to coordinate services to residents at risk of displacement due to Purple Line construction.
- Conduct presentations for virtual and in-person events to effectively reach the populations that would most benefit from HIP's housing programs.
- Facilitate connection of residents to HIP's Housing and Financial Capability Counselors.
- Develop relationships with media outlets and participate in interviews to raise awareness of housing opportunities, tenant resources, and HIP's programs.

Documentation

- Maintain an organized database of all outreach activities and outcomes.

- Produce reports, documentation and content for funder reports, network updates, and grant proposals.

Team Participation

- Participate in staff meetings, relevant coalition meetings, and other group activities essential for the operation of an effective service.
- Participate in weekly team discussions regarding outreach activities and outcomes;
- Promote good community relations.
- Attend scheduled training programs for professional development.
- Assume on-call responsibility as assigned.
- Perform other duties as assigned.

QUALIFICATIONS, KNOWLEDGE & SKILL REQUIRED:

- Minimum Bachelor's Degree and two years of professional experience related to outreach, organizing, real estate, housing counseling, landlord/tenant issues, tenant services or related field.
- Demonstrated experience with public outreach campaigns, community outreach and organizing, affordable housing, and/or tenant populations.
- Must have reliable transportation and the ability to regularly work weekday evenings and weekends.
- Must have outstanding communication and public speaking skills, including ability to engage and network with community leaders, public officials, nonprofit executives and community service providers, and to communicate effectively with low- and moderate-income individuals from diverse cultures and backgrounds.
- Bilingual fluency in English and Spanish, verbal and written, is required; other language skills appreciated.
- During the COVID-19 pandemic, the Community Outreach Specialist may have limited on-site office hours. Remote work from home may be required.

ADA SPECIFICATIONS:

This position requires regular driving to events on weekday evenings and weekends, occasional overnight travel, and some bending and lifting.

SALARY AND BENEFITS:

\$57,000. HIP offers a competitive benefits package including health insurance, long-term disability, generous vacation and sick leave.

HOW TO APPLY:

Please email a cover letter and resume to Mary Hunter, Director of Housing Counseling, at mhunter@hiphomes.org.

Housing Initiative Partnership is an equal opportunity employer and does not discriminate against any applicant or employee because of race, color, religion, sex, national origin, disability, genetic information, age, or military or veteran status in accordance with federal law. In addition, HIP complies with applicable state and local laws governing non-discrimination in employment in every jurisdiction in which it maintains facilities. HIP also provides reasonable accommodation to qualified individuals with disabilities in accordance with applicable laws