



## Statewide Housing Issues Campaign Manager

### Background

A team of community stakeholders including philanthropy, non-profits, employers and public officials who have been engaged with the Governor's Task Force on Housing throughout 2018 seeks a Housing Issues Campaign Manager to fill a 2 year position. The ideal candidate for this position will bring track record of engaging a broad coalition of organizations and interest groups, developing and executing an effective public relations strategy, and building trust among a diverse base of stakeholders.

Key audiences for this work will include state legislators, candidates for state office, business leaders, major employers, housing entities including for-profit and nonprofit builders and developers, funders, advocates, local government officials, state officials and agencies and other key partners. It is imperative that the Housing Campaign Manager coordinate with and complement existing housing and business related coalitions to be in optimal alignment with existing housing and economic competitiveness agendas and campaigns.

This housing issues campaign will launch in late July 2018 when the 28 member Governor's Task Force on Housing will issue its report and recommendations on strategies to dramatically expand housing production to address unmet housing demand and increase Minnesota's economic competitiveness by improving housing systems and programs, implementing needed housing policies, advancing new and innovative strategies that will help ensure that all Minnesotans have a safe, decent and affordable home.

Greater Minnesota Housing Fund (GMHF) is acting as fiscal agent to retain the Housing Issues Campaign Manager to lead efforts to advance shared housing priorities and engage public and private sector leaders around housing solutions.

### Position Description

The Campaign Manager will report to Greater Minnesota Housing Fund and the team leadership of this effort. The timeframe of this effort is approximately two years, beginning in summer 2018 through June 30, 2020. The Campaign Manager will require between 20 and 40 hours a week and may be framed as a salaried position with benefits (if full time) or a contractor role without benefits, depending on the candidate's background, preference, and fit with organization.

### Responsibilities Include:

- Coordinating all aspects of the housing policy campaign, including communications/media, grassroots/field work, coalition outreach and coordination, internal campaign administration, and coordinating closely with public relations firm hired to provide strategic guidance to campaign and experts in effective housing messaging.
- Coordinating with existing coalitions to broaden housing network and ensuring alignment of housing and economic development policy campaigns. Developing relationships and building coalitions with key local allies, including faith, labor, and community allies.
- Deploying leadership from the Governor's Housing Task Force, business community and other key members of the community to serve as strategic housing ambassadors to bring the housing

agenda forward in the media and public settings. Speaking on behalf of the campaign to media representatives as needed.

- Developing and providing the housing messages to key allies and multisector partners, including elected officials, community leaders, business leaders, housing advocates, state agency leaders, major employers, faith-based communities, and other groups as needed.
- Hosting and facilitating campaign leadership team meetings and providing regular, comprehensive updates on campaign activities.
- Attending and hosting stakeholder meetings and ensuring adequate and timely communication systems are built and utilized throughout the network.
- Tracking local news and trends that relate to Housing Task Force's policy goals.
- Coordinating participation of in-kind organizational staff. Managing contracts and maintaining regular communication with vendors and consultants.
- Working with legal advisors to ensure full compliance with all federal, state, and local laws and ordinances impacting the campaign, including those concerning ballot initiatives, campaign finance, and internal campaign administration.
- Travel required across metro and to Greater Minnesota communities as needed.

#### **Professional Qualifications**

- 3-5 years of campaign management experience; previous experience managing statewide campaigns preferred.
- Demonstrated ability to work with diverse interest groups including public, private and non-profit sectors, and diverse individuals and communities, including the ability to facilitate consensus among diverse political affiliations.
- Demonstrated success at meeting fundraising targets for large-scale electoral/ballot campaigns and managing a campaign budget.

#### **Personal Qualifications**

- Advocacy or campaign leadership experience with demonstrated leadership skills in creating and carrying out campaign activities (candidate focused, legislative/policy advocacy, grassroots organizing);
- Strong team player with the ability to build and work in cross functional teams and collaborate with others;
- Proven success with and commitment to working with diverse interest groups and diverse populations (i.e., public and private sectors, social and economic status, ethnicity, sexual orientation, age, and immigration status);
- Strong organizational and planning skills including program planning, goal setting and evaluation;
- Familiarity with use of social media and online tools in an advocacy context – including setting up relevant metrics;
- Familiarity with state and local (or related) policy process;
- Proven capacity in identifying and understanding the needs and perspectives of policymakers and stakeholders from across the political spectrum and translating these insights to further grassroots organizing efforts;

- Commitment to working in the public interest and experience in systems change such as: legislative or policy issue campaigns; community organizing; building coalitions and engaging stakeholders; and/or implementing communications strategies.

### **How to Apply**

Send resume, cover letter and three professional references to [info@gmhf.com](mailto:info@gmhf.com) and include “Campaign Manager” in the subject line.

Please provide detail on your experience/qualifications and reflections on hours anticipated to conduct this work. Incomplete applications will not be considered. Position is open until filled.

### **About [Greater Minnesota Housing Fund \(GMHF\)](#)**

GMHF is a sponsor and fiscal agent for the 2018 Governor’s [Task Force on Housing](#), along with Family Housing Fund, McKnight Foundation, The Itasca Project, and Minnesota Housing. GMHF is Minnesota’s largest nonprofit certified community development finance institution (CDFI) serving housing development organizations, local governments and builders & developers with loans and grants, permanent financing, tax credit equity, technical assistance, research and policy analysis. Minnesota Equity Fund (MEF) is GMHF’s low-income housing tax credit syndication subsidiary capitalized with \$50 million in initial investor equity. MEF invests in affordable multifamily housing developments in Minnesota and other states. NOAH Impact Fund (NOAH) is GMHF’s naturally occurring affordable housing subsidiary. NOAH targets rental properties at risk of conversion to higher rents and the threat of displacement of low- and moderate-income residents.