



## **Position: Director of the Piedmont Community Land Trust (PCLT)**

### **Organizational Background**

Since 1983, Piedmont Housing Alliance's (PHA) mission has been to create affordable housing opportunities and foster community through education, lending, and development. Piedmont Housing has been a regional leader in developing multi-family housing with the twin goals of 1) creating and preserving sustainable, affordable apartment homes, and 2) building communities with responsive community management, intentional resident engagement, and robust resident services. As a CDFI and a HUD-certified Housing Counseling agency serving both urban and rural struggling renters and aspiring homebuyers, Piedmont Housing also provides financial education and counseling as well as down payment assistance to income-qualifying clients.

Since 2008, the Piedmont Community Land Trust (PCLT) has created permanently affordable homeownership opportunities using the community land trust (CLT) model. The CLT model establishes pathways to wealth-creation for individual families while also fortifying community stability through a permanent affordability structure. The organization has evolved from a volunteer Board-operated nonprofit to one with a ½-time staff person, and now, to one connected to one of the largest affordable housing organizations in the region.

PHA and the PCLT have recently joined organizational resources to radically expand permanently affordable homeownership using the community land trust model, aiming to address racial equity in housing and community-building across the Charlottesville region. The PCLT now effectively operates within the broader organizational structure of PHA.

**Today, a two-fold urgency compels our joint growth trajectory.** We work amidst a regional housing crisis with rapidly escalating housing costs placing undue burden on low-wealth families. Relatedly, there is a critical need to redress the historical economic, social and educational barriers faced by these same families. Our Board and staff are concerned with redressing the historical racial barriers in housing, and the resulting inequities in financial assets, wealth, and homeownership carried down across generations.





**The Director of the Piedmont Community Land Trust will join PHA and the PCLT at a pivotal moment in a role of significant influence.** The Director will serve as a key figure leading both the vision and the daily operations of the PCLT, working in close partnership with the Executive Director of PHA and other PHA staff leadership.

**The Director will oversee implementation of the PCLT's mission with a specific focus on:**

- A strong client-centric ethos, supporting current and future homeowners with high-quality service reflecting known best practices and promising new approaches;
- Co-building a cross-departmentally collaborative organizational culture;
- Ensuring strong implementation and financial structures to support the mission-focused work;
- Advancing an organizational analysis and framework deeply committed to J.E.D.I (Justice, Equity, Diversity, and Inclusion) principles and practices.

**The Director will rely on both wisdom and practical business skills to inform decisions about teamwork, collaboration, accountability, and refining the current infrastructure.** The complexity of the PCLT's future, embedded in the broader context of PHA's work, requires a Director who engages every challenge as an opportunity to innovate and strengthen systems, so that the challenges that naturally arise from growth and change advance both the mission and the work.

**The Director will serve as a partner to the PHA Executive Director and the rest of the PHA Leadership Team.** The Director will manage the PCLT's work collaboratively across departments to ensure the systems, processes, people and resources are in place to elevate the collective impact.



## Ideal Candidate

**The Piedmont Community Land Trust's new Director is passionate about the organizational mission, bringing optimism and enthusiasm to the mission-driven work of positively and equitably lifting up low-wealth families throughout the region.** The ideal candidate is excited by the opportunity to play an influential leadership role in one of the community's most highly regarded housing organizations, and sharing the staff and board's belief that housing is a foundational social and racial justice issue.

**High emotional intelligence is essential for this role.** The ideal candidate is an effective and confident communicator and relationship builder; someone who leads by influence and is sensitive to team dynamics. The Director's responsibilities will touch every level of the organization; strong emotional and



cultural intelligence is crucial to engage compassionately and respectfully with clients, staff, board members and community partners.

**The ideal candidate calmly navigates their work in a dynamic and fast-paced, rapidly evolving environment.** Decisive and positive, the ideal candidate is a creative problem solver who listens actively, synthesizes multiple view points, and moves people and partners to action. The ideal candidate is results-driven, unafraid to act, delegate, and hold others accountable. The ideal candidate is detail-oriented and is a skilled multi-tasker who can keep the end goal in sight, yet possesses the agility and level-headedness required to manage unforeseen circumstances.

**Insightful and innovative, the ideal candidate is a true partner to staff and clients, instinctively knowing the right questions to ask and when to lean in with support at critical moments.** Candidates must be masterful in communicating strategic vision and organizational priorities and motivating others to achieve these goals.

**Defining personal characteristics include professionalism, warmth, empathy, approachability, emotional intelligence, humility, flexibility and adaptability.** A strong work ethic, sense of humor and deep respect for the dignity of all humans are essential in this role.

**Balancing both humility and the drive to have positive impact, the ideal candidate embraces the servant-leader spirit.**





## Responsibilities + Qualifications

### Primary responsibilities and duties:

- **Policy, Research + Program Design**
  - Develops, leads, and maintains knowledge of the PCLT's shared equity program, including building a pathway to rapid, sustainable growth through a J.E.D.I. (Justice, Equity, Diversity, and Inclusion) lens;
- **Communication, Education + Relationship Building**
  - Leads and coordinates communication (in partnership with PHA Communications staff) about the CLT model, products and services to a wide range of stakeholders, including but not limited to: potential homebuyers, sellers, partner entities, real estate professionals, funders, media, city + county officials, and national shared equity intermediaries (NeighborWorks, Grounded Solutions Network, etc.);
  - Relatedly, leads and coordinates education about the CLT model to a wide range of stakeholders, including but not limited to: potential homebuyers, sellers, partner entities, real estate professionals, funders, city + county officials;
  - Co-creates effective communications with a special focus on Black homebuyers and other homebuyers of color;
  - Develops partnerships with community groups and organizations, and works to build trust with neighborhoods and community members, with a special focus on Black neighbors and other neighbors of color;
  - Oversees developing and maintaining relationships with existing CLT homeowners.
- **Program Implementation**
  - Supervises CLT-dedicated staff, including fostering staff growth, capacity building and achieving programmatic goals;
  - Grows and manages growing pipeline of CLT development opportunities (In collaboration with Executive Director and Real Estate staff), including acquisition/rehab, new construction infill development, and partnering with developers and builders;
  - Maintains comprehensive database of PCLT homeowners, past and present;
  - Oversees homeowner and homebuyer engagement processes, including purchasing, selling, and ongoing homeowner and asset stewardship.
- **Finance + Fundraising**
  - Participates in grant seeking and writing (in partnership with PHA Development staff) to financially support future CLT real estate development and program implementation while staying true to the integrity of the mission, and through a racial justice lens;



- Develops and maintains critical relationships with banks and other financing institutions to facilitate homebuyer mortgage opportunities as well as catalyze philanthropic investments into the CLT work;
- Co-leads (in partnership with the Executive Director and PHA Development staff) private fundraising efforts to support ongoing operations as well as housing subsidy that directly benefits homeowners.
- **Collaboration**
  - Although all the above responsibilities are expected, the Director will operate within and be supported by the larger PHA organization, including the Executive Director and Chief Financial Officer, the Real Estate Development team, the Development & Communications team, and the Financial & Housing Counseling team. Cross-collaboration and shared learning will be crucial as the PCLT orients its work within an evolving structure of a larger organization.
  - Develop and maintain active relationships with the PCLT Board to support oversight and guidance of program development.
- **Other Duties and Activities**
  - As assigned.

#### **Minimum Qualifications:**

- 5+ years of experience working with/for people experiencing low-incomes;
- 3+ years of training in and/or 5+ years of experience in affordable housing, planning, architecture, community development, public administration, or a related field;
- A demonstrated strong track record of progressively responsible, hands-on leadership roles;
- Demonstrated understanding of structural racism, and knowledge of and commitment to personal growth around J.E.D.I. (Justice, Equity, Diversity, and Inclusion) principles and practices;
- Experience successfully managing effective teams through organizational change and growth;
- Excellent interpersonal communication skills with the ability to listen, engage, persuade, and diplomatically handle challenging situations with stakeholders from diverse backgrounds;
- Strong personal commitment to affordable housing in general and to the CLT homeownership model in particular;
- Must have a valid driver's license, own vehicle and capacity to travel throughout the region;
- Fluent in technology platforms including Microsoft Office, Google Suite; proficient with databases and communications platforms. Experience with Salesforce, a plus;
- Demonstrated complex analysis, writing, and project management skills equivalent to a degree in higher education;
- Comfort and skill with public speaking;
- A working knowledge of the challenges and opportunities in the Charlottesville region is an asset, though not a requirement.



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Black and Indigenous persons and other People of Color are encouraged to apply. Proficiency in Spanish, while not required, is an asset for this position.

## Terms of Employment

This position is a full-time, exempt position. Some evenings and/or weekend work will be required – primarily focused on community engagement efforts. The salary range starts at \$74,000 and will increase based on applicant's experience and qualifications. The position is eligible for merit-based bonuses. Benefits include matching funds for retirement savings, 100% medical and dental coverage for the employee (family members are paid for by employee), and 4+ weeks of annual leave. The position will offer a mix of remote and in-person office work options. The Director will report to the Executive Director of Piedmont Housing Alliance.

**Piedmont Housing Alliance** is an Equal Opportunity Employer committed to creating a more equitable workplace. We highly value diversity and are dedicated to the recruitment, inclusion and retention of people of color, LGBTQ, women, trans and gender non-conforming people, veterans and people with disabilities.

## To Be Considered

Interested candidates should email a cover letter and resume to [smathon@piedmonthousing.org](mailto:smathon@piedmonthousing.org) by **January 21, 2021**. Interviews with strong candidates will be scheduled on a rolling basis, and a decision may be made prior to the posted closing date.