



# Job Announcement

## Director of Engagement & Communications

Posted 4/21/21

### About Us

[Douglass Community Land Trust](#) (Douglass CLT), is a racial and economic equity membership nonprofit that creates and secures the lasting affordability of housing, local small business, and other public assets through community ownership of land and collective stewardship. Fundamentally, the Douglass CLT believes in the right of every DC resident to stay and thrive. Our key results include preventing displacement of current and future residents, creating community-held assets, and building assets for individuals and families, while putting decision-making in the hands of the membership. Douglass CLT's "Pay It Forward" model allows people, who otherwise could not afford it, to rent, own, or do business in the District, balancing wealth creation and affordability for each generation of residents.

Partnering with residents and mission-driven developers, Douglass CLT secures the nonstop affordability of residential and commercial spaces primarily by acquiring ownership of the land underlying the building and leasing the land back to the owner of the structure with a covenant stipulating lasting affordability. Land may be donated, purchased, or Douglass CLT may provide equity to fill an affordability gap in exchange for receiving ownership of the land and/or a covenant ensuring permanent affordability. A resale formula enables the seller to receive a financial return for their investment, while giving subsequent buyers fair access to a home or commercial space at an affordable price. In all cases, Douglass CLT provides ongoing, tailored stewardship services to safeguard, build, and strengthen community assets as well as individual household assets.

Incorporated September 17, 2019, Douglas CLT operates across the Douglass Commonwealth/ District of Columbia but initially focused east of the Anacostia River. Douglass CLT's governance structure reinforces our commitment to community control, with members voting on fundamental corporate decisions and electing a 12–18-member board of directors comprised of approximately 1/3 lessee members, 1/3 general members, and 1/3 public-technical professionals. As March 2021, our portfolio holds permanent affordability covenants for 219 homes across six wards of DC, including 65 rental units, 3 single-family homes, 10 condominium units, and 128 units in three limited equity housing cooperatives.

### Position Summary

The Director of Engagement & Communications is a newly created position aimed at undergirding a democratic, informed governance structure, while strengthening members' efforts to secure and maintain permanently affordable spaces and build assets for low-income DC residents. This position is responsible for helping to build member bench strength; create and facilitate a variety of pathways for member involvement; and develop multidirectional communications that both solicit input from and report out to members, allied organizations, and the broader community. We are also committed to fostering an organizational culture rooted in critical thinking and consciousness about race and class, including the systems that have impeded society's progress on those fronts. While the Director of Engagement & Communications will promote the Douglass CLT mission and CLT model, the position will also contribute to continual assessment of the efficacy of Douglass CLT's efforts in this regard.

## Duties and Responsibilities

In partnership with fellow staff as well as lessee and general members, including the board of directors, this position will lead efforts in two broad areas:

### Membership and Community Engagement

- Guide refinement and implementation of our community engagement strategy
- Develop and coordinate targeted membership recruitment and retention campaigns
- Build community action, including collaborative campaigns, within our membership and with allied organizations
- Support leadership development, campaign development, work planning and activities
- Help to facilitate the development of the Chapter model, strengthening the broader Douglass CLT collective while preserving deep local connection
- Develop, coordinate, and/ or produce events for membership and other stakeholders, including training around the CLT model, and other topics identified by members
- Coordinate and facilitate committees or workgroups related to community engagement functions
- Support local community advocacy that advances the mission of the Douglass CLT, particularly the intersection of racial, economic, and environmental justice with housing and commercial affordability and anti-displacement efforts

### Communications

- As an integral part of the engagement plan, create and work with members and other staff to implement a communications plan
- Create and collaborate with others to develop materials that effectively convey the Douglass CLT approach to a variety of audiences, utilizing images, charts, infographics, multi-media, etc.
- Draft and assist in drafting communications materials to keep members and other stakeholders informed, including a newsletter and annual report
- Assist in preparation of grant proposals, reports and other content
- Update and maintain website; develop/ oversee social media and other creative methods of outreach and engagement

The Director of Engagement & Communications may be required to perform additional duties to support the Executive Director, including project management and administrative functions.

## Qualifications and Competencies

The ideal candidate will have a demonstrated commitment to racial equity, social and economic justice, and progressive social change, along with experience in implementing a broad array of community engagement and communications activities. You must have interest in the community land trust model, and community development generally. Additionally, the position requires:

- ✓ 7-10 years of relevant community engagement/ organizing and communications experience covering the breadth of work responsibilities listed above; this is not an entry-level position
- ✓ Exceptional interpersonal, teamwork, active listening, group facilitation skills
- ✓ Proficiency with Microsoft Office suite; experience working with Salesforce or comparable CRM and mass mail service; and willingness to learn other technology tools
- ✓ Excellent writing skills: clear, compelling, and personable
- ✓ Ability to set, manage, and meet multiple deadlines simultaneously
- ✓ Basic visual design skills (infographics, graphic design, etc.) and ability to work with consultants
- ✓ Conversational Spanish or Amharic is appreciated, but not required
- ✓ Experience working with low-moderate income communities of color, preferably in DC
- ✓ Preference to candidates who have experience in affordable housing, community economic development

## Terms of Employment

This is a full-time salaried (exempt) position. Some evening and weekend work is likely. Salary and benefits (including paid vacation, holidays, and sick leave; health and dental insurance; and 401(K) retirement plan) are negotiable based on applicant's experience and qualifications. Candidates from DC are strongly encouraged to apply. The Douglass CLT is an Equal Opportunity Employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

## How to Apply

Please submit your resume, along with a cover letter that specifically addresses your interest in the community land trust model, and working with Douglass CLT in particular, to [info@DouglassCLT.org](mailto:info@DouglassCLT.org). Please submit by 5/12/21; interviews conducted on a rolling basis.