



*Opening doors to a better life*

## Washington State Housing Finance Commission

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# Commerce Specialist 3 – Marketing Coordinator

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<b>Opening Date:</b>	July 12, 2021
<b>Closing Date:</b>	Open until filled. Applicants are encouraged to apply as soon as possible as the review process will begin July 26, 2021.
<b>Salary:</b>	\$4,855.00 - \$6,368.00 per month (Range 58)
<b>Location:</b>	1000 2 <sup>nd</sup> Ave., Suite 2700, Seattle, WA Our office is located in downtown Seattle's Financial District on 2 <sup>nd</sup> Avenue, within walking distance to Pike Place Market and Seattle's scenic waterfront.

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In addition to the salary posted above, this position will receive an additional 5% premium pay due to the position being located in King County.

We are recruiting for a permanent, full-time **Commerce Specialist 3 - Marketing Coordinator** position in the Homeownership Division of the Washington State Housing Finance Commission (WSHFC). The Commerce Specialist 3 position plans, conducts, and markets Commission's financing programs to potential homebuyers, with an emphasis on homebuyers who are Black, Indigenous and People of Color.

The **Homeownership Division's** origination programs provide loans for over 7,000 single family homebuyers each year utilizing various funding sources including the mortgage revenue bond programs, mortgage credit certificate programs, daily priced programs and other special programs as determined. We sponsor a statewide program of homebuyer education seminars and housing counselors. We partner with lenders, realtors, non-profits, government entities, and other affordable housing advocates.

The duty station for this position is Seattle, WA. Due to the COVID-19 pandemic, telework (mobile-work) is currently expected. When we are approved to return to the office, the incumbents are expected to report to the Seattle office for work activities. Partial telecommuting and alternative work stations may be an option subject to supervisory approval.

### **Who we are:**

The Commission is a market-driven and self-supporting state commission created to provide below-market rate financing for building, purchase and preservation of affordable housing, and non-profit capital facilities, and community services. To achieve its goals, the Commission functions as a financing conduit for developers, lenders, first-time home buyers, real estate professionals, beginning farmers and ranchers, and non-profit organizations to provide

affordable financing for homes, rental housing, and cultural and social services facilities. Commission financing does not utilize or impact the state's credit.

We believe that creating a diverse, inclusive, and equitable environment is important and vital to the success of the Commission. We believe in working together to create an environment free from harassment and discrimination and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.

### **Principal Responsibilities:**

This position works with the Homeownership division director and manager to develop an annual marketing plan that is based on the evaluation of data, includes setting appropriate metrics to determine the effectiveness of strategies, and is grounded in social justice and racial equity. Coordinate the development of strategic marketing campaigns, materials, advertising, and social media content. Oversee the content of the Homeownership website and social media channels.

Build relationships with BIPOC communities and trade associations such as NAREB, NAMMBA, and NAACP to reach potential homebuyers of color and connect them to homebuyer education, experienced professionals, and helpful resources.

Help to develop partnership and strategies for financial readiness targeted towards people who might be a year or more from reaching homeownership, including planning educational events with nonprofits and the Department of Financial Institutions. Work with property managers, housing authorities, and other Commission partners to reach renters who are interested in homeownership and connect them to homebuyer education, experienced professionals and helpful resources.

Develop and implement goals and strategies for increasing the use of Commission programs among loan officers and real-estate professionals. Develop an annual marketing plan that is based on the evaluation of data and includes setting appropriate metrics to determine the effectiveness of strategies. Build relationships with partners including lender marketing departments, real estate associations, lender associations, trade associations, etc., and create opportunities to market the Commission's homeownership programs to their audiences.

Represent the Homeownership division and the Commission as a whole at conferences, workshops, trade shows, and other appropriate venues. Actively work booths and tables to engage potential participants. Make presentations when appropriate.

**Qualifications:** We are most interested in candidates who meet or exceed the following criteria:

- Bachelor's degree in Marketing, Business, Finance, Real Estate, Public Policy or related field plus 3 years of relevant experience. Work experience in a related field may be substituted, year for year, for the bachelor's degree
- Expertise in creating and implementing effective multi-channel marketing and outreach strategies, especially to BIPOC communities.
- Dynamic and self-starting as well as collaborative with teams and external partners
- Exceptional oral and written communication skills. Demonstrated ability to communicate complex ideas simply.
- Well-versed in social and digital media and with media/advertising planning.
- Ability to oversee the work of creative professionals to create effective marketing campaigns and materials.
- Excellent digital literacy, with working knowledge of a range of software and applications used in marketing.

### **Preferred/Desired Qualifications:**

- Demonstrated knowledge of using a race and social justice lens towards program marketing or development.
- Knowledge of mortgage lending and/or the single-family real-estate business, including their organizational structures and challenges.
- Experience with Salesforce.
- Demonstrated ability to create training programs and materials to educate others about complex topics.

### **Benefits:**

We offer a generous benefits package that includes a full array of family medical, dental, life and long-term disability insurance coverage; a state retirement plan; deferred compensation; 12 paid holidays; paid vacation, sick and military leave; subsidized bus, train, or ferry passes; and credit union memberships.

### **Application Procedures:**

Interested applicants should apply by submitting a current resume, a complete list of three or more professional references, and a letter of interest specifically addressing the qualifications listed in this announcement by email (our preferred method), fax or postal service to:

**Cindy Felker, Human Resources**

**Washington State Housing Finance Commission**

**1000 2<sup>nd</sup> Ave., Suite 2700**

**Seattle, WA 98104**

**Voice/Message:** (206) 287-4402 OR 1-800-767-HOME     **Fax:** (206) 587-5113

**E-mail:** [cindy.felker@wshfc.org](mailto:cindy.felker@wshfc.org)     **Web Site:** <http://www.wshfc.org>

In addition, please complete the Applicant Profile Form posted on our website and submit with your application materials. **The completion of this form is voluntary.** To qualify and receive veteran's preference, you must attach a copy of the discharge, DD214 or NGB Form 22, with your application materials. Please include your name and preferred pronouns in your application to ensure we address you appropriately throughout the application process.

**Applicants are encouraged to apply as soon as possible. The recruitment process will remain open until filled; however, the review process will begin July 26, 2021.** By submitting the application materials you are indicating that all information is true and correct to the best of your knowledge. You understand that the Housing Finance Commission may verify information and that untruthful or misleading information is cause for removal from the applicant pool or dismissal if employed. Only those individuals who clearly demonstrate the stated qualifications will be considered.

The Washington State Housing Finance Commission is committed to providing equal employment, job assignments and promotional opportunities to all qualified applicants and employees. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. We are committed to providing reasonable accommodation to all staff as needed. Women, black, Indigenous and people of color, persons with disabilities, persons over 40 years of age, all honorably discharged veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may contact Cindy Felker at [cindy.felker@wshfc.org](mailto:cindy.felker@wshfc.org), or at 206-287-4402.