



DIGITAL COMMUNICATIONS AND DONOR ENGAGEMENT SPECIALIST

Part-Time

Passionate about housing justice and seeing modest-income households achieve the health, educational and financial benefits of owning their home? Homestead seeks a digital communications specialist to develop and maintain digital content, and maintain and manage donor data and support the Executive Director in executing fundraising plans, campaigns and strategies.

ABOUT HOMESTEAD

Homestead Community Land Trust puts the financial and social benefits of affordable homeownership within reach of people who are priced out of our high-cost housing market. Homestead builds new homes and rehabs existing homes, raising funds to price these homes affordably for first time homebuyers who make less than 80% of area median income as defined by HUD. The community land trust model makes and keeps homes affordable permanently through agreements with our buyers. We have an active pipeline of 140 homes that will be built over the next six years. We emphasize the environmental sustainability of our building methods and materials.

Homestead's origins in the activist community are reflected today in a joint staff-Board initiative to deepen the expression of racial and social equity in all aspects of our work. Building on strengths in democratic governance and decision-making and a core mission to redress housing inequity, Homestead seeks team members who value inclusion and are committed to addressing racism, sexism and other forms of oppression in our work and community.

Working within the framework of a **Just Transition to a New Economy**, our approach is

- shifting economic control of land to community,
- democratizing wealth through residential ownership in a member-governed CLT;
- advancing ecological sustainability in housing development and rehabilitation and
- driving racial justice and social equity by putting homeownership within reach of people shut out of ownership by the legacy of discrimination.

DUTIES, RESPONSIBILITIES AND AUTHORITY

Fundraising Data Management (30%)

- Set-up fundraising and outreach events in Sales Force apps
- Provide support to donors and event registrants regarding their ticket sales or online gifts
- Enter donor information and donations, conduct monthly reconciliations with the Business Manager to assure that Salesforce and QuickBooks records are in agreement
- Create reports based on donor profiles or donor data
- Research and enter grant opportunities in Salesforce
- Generate thank you letters as donations come in
- Format and send mass email communication tracked through Salesforce
- Manage CRM and giving-platform aspects of major fundraising including check-in (1-2 major events per year)

- Support the Executive Director in donor cultivation

Digital Content Creation and Management (70%)

- Learn our business, partnerships, ecosystems and key messages
- Work with Executive Director in creating and executing communications plans, campaigns, strategies
- Develop digital content – social media, website, video storytelling – for public, donor and funder engagement to raise Homestead’s visibility, encourage donations and promote fundraising events
- Write, produce and distribute digital newsletters
- Support the process of redevelopment of the Homestead website by generating new content and updating existing content
- Assist in maintaining housing project websites and other digital media
- Update fundraising related portals such as Guidestar and employee giving portals
- Contribute to overall digital content strategy and inform calendar of upcoming topics, news and milestones, and external opportunities to guide content planning

Homestead is working hybrid remote/onsite. Specialist should live within commuting distance to the office in the International District and service locations in King County.

Works to support Homestead’s mission with other duties as needed.

REQUIRED QUALIFICATIONS

- Passion for affordable homeownership, community development and social justice
- 2-3 years work professional communications
- Excellent writing, social media and video-editing skills
- Project and time management
- Bachelor’s Degree or equivalent
- Attention to detail, highly organized, effective manager of own and others’ work
- Experience working with diverse populations
- Strong customer service skills
- Excellent listening, note-taking and writing skills

Professional certifications and experience – Depending on the candidate’s prior work history, certification or credentials are not required but preferred, such as

- Salesforce experience

SALARY AND BENEFITS

Part Time, Exempt position

The starting salary for this part-time position range from \$30,000 to \$35,000 depending on experience. Compensation may also include health insurance. Benefits include paid sick leave and vacation, professional development, ORCA (transit) card, 403b savings plan. There is potential for this position to become full-time.

EMPLOYMENT POLICY

As an equal opportunity employer, Homestead Community Land Trust does not discriminate on the basis of age, race, creed, gender, gender identity, marital status, veteran’s status, national origin, disability or sexual orientation.

APPLICATION REQUIREMENTS

To apply for the position please provide to jobs@homesteadclt.org:

- Current resume or curriculum vitae
- Professional certifications
- Cover letter that includes a detailed description of your skills and experience to carry out the responsibilities described above and a statement of why this organization's mission fits your career path
- Examples of social media, writing and video storytelling

Homestead will accept applications until there is a sufficient pool of qualified applicants.