Opening doors to a better life

Washington State Housing Finance Commission

Commerce Specialist 3 – Marketing Coordinator

Opening Date: May 6, 2020
Closing Date: Open until filled. Applicants are encouraged to apply as soon as possible.
Salary: $4,714.00 - $6,183.00 per month (Range 58)
Location: 1000 2nd Ave., Suite 2700, Seattle, WA
Our office is located in downtown Seattle’s Financial District on 2nd Avenue, within walking distance to Pike Place Market and Seattle’s scenic waterfront.

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.

Would you like to work with non-profit agencies to help them build financial capacity throughout Washington State? Then this position is for you!

We are recruiting for a permanent, full-time Commerce Specialist 3 - Marketing Coordinator position in the Multifamily Housing & Community Facilities Division of the Washington State Housing Finance Commission (WSHFC). The Commerce Specialist 3 position plans, conducts, and markets Commission’s financing programs to potential nonprofit clients.

The Multifamily Housing and Community Facilities Division is responsible for developing, applying and implementing policy and program recommendations for the administration of five statewide financing programs: Multifamily Housing, Non-profit Housing, Non-profit Facility, Beginning Farmer and Rancher, and Sustainable Energy. These programs issue bonds, allocate tax credits, or administer loans for over 50 projects annually, involving owners, developers and underwriters around the nation for projects located across the state.

Agency Overview:

The WSHFC is a market-driven and self-supporting commission created to provide below-market rate financing for building, purchase or preservation of affordable rental housing, senior housing, non-profit capital facilities, community services, beginning farmers and ranchers, and energy efficiency/renewable energy projects. The Commission helps first-time homebuyers buy their homes. To achieve its goals, the Commission functions as a financing conduit and allocator of tax credits for developers, lenders, investors and non-profit organizations throughout the state to provide affordable financing for rental housing, first-time homebuyers, beginning farmers and ranchers, energy efficiency/renewable energy projects, and cultural and social service facilities.
**Principal Responsibilities:**

This position works with the Division manager and division bond analysts to understand the latest developments in programs including market conditions, financing structures, federal rules and regulations, to incorporate these into marketing and training efforts. This position refers projects and their nonprofit developers to bond analysts or division manager for financing when ready.

Develops and implements an annual marketing/communication plan for programs related to nonprofit borrowers. Develops an annual plan, which identifies resources, milestones, and measurable criteria for evaluating the plan’s success. Coordinates the development of marketing materials with the Commission’s Communications Manager, which may include press releases, brochures, or social media content. Uses the lens of social justice and racial equity in the development of the marketing/communications plan so that all communities may access Commission nonprofit programs.

Develops and maintains positive working relationships with all parties participating in programs involving nonprofits, and in the division’s bond financing programs in general. Meets with nonprofit borrowers and lenders regularly. Makes presentations to nonprofit boards of directors, as requested. Meets with fund-raising and financial consultants, investment bankers, government officials, and other potential participants in these programs.

Represents the Division and the Commission as a whole, at conferences, workshops, trade shows, and other appropriate venues. Actively works booths and tables to reach out at these venues to engage potential participants. Seeks out, and then makes presentations in these environments. The Marketing Coordinator is expected to be active in local travel making site visits; in meeting with borrowers, lenders, and other program stakeholders; and in conducting surveys and studies.

Develops and implements an educational curriculum, including related materials, for potential nonprofit borrowers. Provides technical assistance for potential and existing applicants. Identifies areas where nonprofit organizations need further education to be bankable credits, and to be able to develop viable projects, with the goal of these nonprofits to be able access Commission programs. Develops a curriculum and related materials to train these nonprofits with the coordination of the Communications Manager. Holds classes in person, via webinars, or other effective means to reach all areas of the state.

**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 2 years of relevant experience. Work experience in a related field may be substituted, year for year, for the bachelor’s degree
- Dynamic and self-starting.
- Excellent oral and written communication skills. Demonstrated ability to communicate complex ideas simply and effectively, both in a written form, and orally. Ability to speak one-on-one, and to small and large audiences.
- Experience in the creation and implementation of an effective marketing and outreach strategy.
- Knowledge of nonprofit organizations, their organizational structures and challenges.
- Knowledge of the Microsoft suite of products, including Word, Excel, and PowerPoint.
- The ability to learn the financial basics that underlie Commission programs that serve nonprofit organizations.

**Preferred/Desired Qualifications:**
• Familiarity with policy and procedures, applicable laws, market conditions, and financing structures related to tax-exempt bond issuance.
• Familiarity with real estate finance, nonprofit facility development, federal, state and local funding programs, and planning policy.
• Experience in creating a training program and related materials to educate others.
• Demonstrated knowledge of the financial basics that underlie Commission programs that serve nonprofit organizations.
• Demonstrated ability create a training program and related materials to educate others about complex financial topics.
• Demonstrated knowledge of using a race and social justice lens towards program marketing or development.

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; 11 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 Second Ave., Suite 2700
Seattle, WA  98104.
Electronic submissions may be sent to:  cindy.felker@wshfc.org.
Voice/Message:  (206) 287-4402 or 1-800-767-HOME
Fax:  (206) 587-5113, or visit our 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.

Applicants are encouraged to apply as soon as possible.  The recruitment process will remain open until filled; however, the review process will begin May 20, 2020.  Applicants are encouraged to apply as soon as possible.  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.

To qualify and receive veteran’s preference, you must attach a copy of the discharge, DD214 or NGB Form 22, with your application materials.

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.  Women, racial and ethnic minorities, persons with disabilities, persons over 40 years of age, disabled and Vietnam era 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, or at 206-287-4402.