

Community Manager - Position Description

Fall, 2022

[Housing Navigator Massachusetts, Inc.](#) (HNMI) connects people with a place to call home. We seek a Community Manager for our growing affordable housing + tech nonprofit, based in Cambridge, MA.

HNMI strives to transform affordable housing access for low-and-moderate income households across the Commonwealth. The Boston Globe called us “Zillow for the lower cost corners of the housing market.” We launched our first solution, a simplified, user-focused [housing search tool](#), in August, 2021. Within a year, 100,000 users searched over 2,700 properties on our site. We now average 5,000 users per week.

Position Overview

HNMI is deeply committed to engagement that ensures we design and deliver a product that meets the needs of our multiple users: housing seekers, owners, and service providers. The Community Manager will help surface information necessary to improve the Navigator’s product and services. Further, the Community Manager will draw out insights that inform systems change, all with the goal to make it easier for people to find a place to call home.

Three years since our founding, we are a collegial, creative team of 8 FTEs. If you are excited by our mission, bring skills to strengthen our community, and would take pride in deepening our impact, we’d love to hear from you.

Responsibilities & Qualifications

The Community Manager will be a member of the Product Team. The successful candidate will be highly organized, self-motivated, and able to effectively lead both the marketing and community engagement efforts in a dynamic, lean organization.

Community Adoption & Engagement

- Build/Grow our renter and owner/manager community, create systems for soliciting and managing feedback, creating user testing pools, etc.
- Monitor and maintain engagement with housing search and social service providers (~700 contacts currently)
- Structure user research and lead interviews, focus groups, surveys or other methods to generate insights about needs
- Collaborate with HNMI staff to translate research insights into actionable product development and input to inform affordable housing policy recommendations

Marketing & Communications

- Develop and execute strategies to build brand awareness and recognition and increase audience size and engagement
- Copywriting and content for external communication: social media, quarterly e-news, LinkedIn posts, fair housing month campaign, annual report, website content, and other communications
- Content development for user-facing content (e.g. explainers)
- Designing integrated campaigns around key programmatic announcements and events

Qualifications

Note: Housing Navigator welcomes candidates who have gained skills through diverse fields and a variety of experiences. Please apply if you believe you would be a good fit, even if you do not meet the exact profile listed below.

- Minimum of a BA; minimum of 4 years in a professional working environment in related fields such as marketing and communications, user research, or political campaigning
- Exceptional written/verbal/visual communication and storytelling skills
- Experience building communities and developing relationships with people from diverse socio-economic and geographic backgrounds
- An empathetic, collaborative and positive mindset. Ability to form strong relationships with our team and partners

Bonus Qualifications

- Proven ability to scope user testing /research, conduct interviews, perform quant/qual research
- Graphic design skills (Adobe, Canva)
- Knowledgeable of trends in marketing, communications, and user experience research
- Proficient in using Google Analytics, and Google Ads

Compensation/Location/How to Apply

This is a 3-year grant funded position with salary commensurate with skills (\$70,000-\$85,000/year range). We additionally offer health insurance/dental reimbursement, paid time off, and an educational stipend for professional development. Our ideal start date is January, 2023 with some flexibility.

Housing Navigator offers a work environment which is two days (Monday and Wednesday) in our Kendall Square, Cambridge coworking space and three days remote.

To apply, please email a resume and cover letter to: housingnavigatorma@gmail.com. Please indicate that you are applying for the Community Manager position.

HNMI is committed to a diverse, inclusive environment. Applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.