



JOB ANNOUNCEMENT

Title: Engagement Coordinator
Reports to: Executive Director

General Description

Madison Area Community Land Trust (MACLT) takes land off of the speculative market to keep it permanently affordable. MACLT provides opportunities for affordable homeownership for low-income households, while preserving affordability for future generations and providing post-purchase support to low-income homebuyers. We are a small (currently 2 staff), nonprofit organization with values rooted in antiracism, housing justice, and systems change. Join our collaborative and forward-thinking team to challenge the systems and structures that have led to marginalization and historical inequities in housing. Learn more about MACLT at www.maclt.org.

We are looking to hire a creative, detail-oriented, and passionate individual with experience and skills in communications to strengthen our outreach to partners, members, donors, and families interested in our housing opportunities. The Engagement Coordinator will manage public media platforms (website, email, social media, print), design visually appealing outreach materials, and establish new partnerships with local organizations. As part of the staff team, the Engagement Coordinator will also assist in providing member services and programming for current homeowners within the land trust, as well as future homebuyers. Assisting in internal data and information management will also be a key piece of this role, particularly regarding donor information, programmatic impact data, and financial records for MACLT's activities.

This is a hybrid position with some flexibility for remote work, although on-site work in the Madison area will be a regular part of the job, 1-3 days per week. The selected employee must report to the MACLT office on their first day of employment and with ongoing regularity after that. In addition, the employee may need to report to MACLT on short notice as operational needs require. Occasional evening and weekend work will be expected.

Position Information

- Full-time exempt at 40 hours per week (1.0 FTE)
- Expected salary range: \$49,920 - \$56,160 per year based on experience and qualifications
- Benefits include:
 - Employer-supported health insurance (80% of premium paid by MACLT)
 - Eight weeks total of time off per year: six weeks of paid time off (including sick, personal, vacation time) and additional two weeks of paid holiday time per year
- The position is grant-funded and expected to be permanent, contingent upon future funding
- An initial evaluation will take place at the end of a three-month training period, and yearly thereafter

Duties and Responsibilities

- General Communications (60%)
 - Creating and distributing outreach materials for donors, prospective home buyers, and members using Canva (or other design programs) and Mailchimp
 - Cultivating and maintaining connections to local organizational partners, community groups, donors, and maintenance contractors through email, phone, and introductory one-on-one meetings
 - Maintaining and updating MACLT's website with content as necessary on Wordpress
 - Create & distribute a regular MACLT newsletter
 - Create & distribute the MACLT Annual Report
 - Ensure brand and message quality and consistency across all media, programs, and channels
 - Assist in implementing fundraising plans and grant-writing activities
 - Coordinating giving campaign communications (including mail, email, social media)
 - Implementing social media strategies for Instagram, Facebook, and Twitter
 - Internal communications with homeowners at MACLT regarding MACLT policies and available maintenance grant funding opportunities via email, phone, and in person

- Answering phones and directing callers to website or other staff
- Assisting in organizing and supporting in-person and Zoom events for homeowners, board members, and prospective homebuyers
- Information Management (20%)
 - Collect mail and manage office and cloud file organization
 - Maintenance of donor and member data in Airtable database/CRM
 - Collection, management, and reporting of programmatic impact data for funders
 - Logging bills, printing checks, and compiling information for bookkeeper
 - Note-taking at key meetings
- Programmatic and Stewardship Support (20%)
 - Connecting homeowners with MACLT's programs and other local resources and assistance
 - Visiting MACLT homeowners in their homes to complete home walkthroughs
 - Assisting low-income buyers in the home purchase process
 - Other duties as assigned or decided as part of the staff team

Knowledge, Skills and Abilities

- The candidate will be a creative problem-solver with excellent attention to detail who works well independently and as part of a team.
- An experienced and effective advocate for structural change, grounded in principles of racial, economic, and social justice
- Personable, professional, and comfortable communicating with others in person and electronically
- Experience and/or education in communications, including written, oral, and visual representation required
- Proficiency with computer software such as Word, Excel, Zoom, Google Suite, and Canva required
- Experience with Quickbooks, Airtable, Adobe, and Mailchimp preferred. If the applicant is not already familiar with these programs, they should bring an interest and willingness to learn.
- Experience with digital graphic design, photography, and/or web development a plus
- Member services: Ability to communicate under pressure and to break down steps in an easy-to-understand way on the phone, in person, using remote meetings, and in writing
- Familiarity with the field of real estate, affordable housing, and/or property management preferred
- Experience with administrative logistical functions a plus
- Experience leading fundraising campaigns a plus
- Experience with HUD grants and/or housing services a plus
- Proficiency with Spanish language a plus
- Willingness and ability to travel to homes across City of Madison (concentrated on North- and East-sides along bus routes)

Apply Today

Applications will be accepted on a rolling basis, with a priority deadline of May 15. Please submit a cover letter, portfolio (see below), and resume or an overview of relevant experience to hire@maclt.org.

Portfolio required:

A significant piece of the Engagement Coordinator position requires expertise in communications. Please submit a portfolio of your communications work including newsletters, graphics, documents, website content/design, and/or social media artifacts that you have created. These can be forwarded as links, PDF attachments, or screenshots.

All qualified or qualifiable applicants will be considered for employment without regard to race, religion, color, age, marital status, disability, sex, sexual orientation, gender identity or national origin.