

**CERA Marketing & Outreach Specialist – Temporary Position
One Roof Community Housing**

Department: Lending **Reports to:** Lending Director
Weekly Hours: 32 **Duration of employment:** April to December 2021; possibility to renew
Compensation: \$15/hour **Employment type:** Full-time, non-exempt, temporary employee
Date Reviewed: 3.16.2021 **By:** Administrative Director & Lending Director

The Minnesota Housing COVID-19 Emergency Rental Assistance (CERA) program provides rental housing assistance to prevent homelessness and help maintain housing stability of individuals and families impacted by the coronavirus pandemic. This federally funded program will assist low-and moderate-income renter households across the state of Minnesota that have been financially impacted directly or indirectly due to COVID-19 and are at risk of homelessness or housing instability as a result.

One Roof is a Field Partner for the CERA program. Field Partners are nonprofit and community partners funded by Minnesota Housing to provide navigational services and outreach to reach households least likely to apply to the program.

Position Overview: The CERA Marketing & Outreach Specialist is responsible for marketing and outreach to households least likely to apply to the program and to applicants who need navigation services working through the application process for CERA funds. The work done through this temporary position will directly impact the work that One Roof is doing to help make home a better place for individuals and families in our community.

Principal Duties and Responsibilities

Marketing and Outreach for CERA program including:

- Assists with creating/updating marketing materials.
- Implements CERA program marketing across a wide variety of mediums.
- Seeks out new outreach opportunities to help promote the CERA program, particularly inclusive outreach opportunities.
- Presents to groups about CERA program eligibility and application process.
- Creates social media content.
- Assists with administrative tasks associated with One Roof's role as a field partner.

Other duties as assigned.

Supervision Received:

The Lending Director supervises this position and supervision is regular.

Supervision Exercised:

None.

Qualifications & Skills:

REQUIRED:

- Mission-Oriented: Committed to our mission of enriching lives and communities one home at a time and our vision of communities where everyone has access to sustainable and affordable housing.
- Excellent communication, writing, and customer service skills
- Computer skills, including experience with Microsoft Office Suite
- Excellent record keeping and organizational skills
- Ability to handle multiple tasks in an often busy environment
- Excellent communication skills, written and verbal, including ability to work with diverse people.
- Cultural Responsiveness and Experience with Underserved Communities: Experience working with underserved communities including low-income families and/or individuals. Cultural self-awareness and a demonstrated ability to work across cultural differences with empathy and sensitivity.
- Commitment to Equity and Inclusion: A proven commitment to social justice.

PREFERRED:

- Experience producing promotional materials.
- Experience with social media outreach and marketing.
- Demonstrable experience as a presenter.