



**POSITION SPECIFICATION
SEATTLE SOCIAL HOUSING DEVELOPER PDA**

Title: Chief Executive Officer

Reports to: Board of Directors

Location: Seattle, Washington

THE ORGANIZATION:

On February 14, 2023 voters in Seattle, approved Initiative 135, a citizen-initiated measure to create the Seattle Social Housing Developer (SSHD), a Public Development Authority that will develop, acquire, and maintain public, affordable housing in Seattle.

Seattle is facing an unrelenting housing and homelessness crisis, with skyrocketing rents far outpacing wages and forcing a growing number of us out of our own communities -- particularly in Black and Brown communities. Simply put, we need more affordable housing and the tools we have to build it are not enough. SSHD gives us a powerful new tool to counter this crisis: a publicly-owned social housing developer that would build permanently affordable housing in which no one spends more than 30% of their income on rent. These high-quality, green, union-built homes would be available to people across the income spectrum, including educators, healthcare workers, childcare providers, those with fixed incomes, and marginalized communities displaced from the city. Social Housing is an internationally proven model, which has been successfully implemented in locations as diverse as Vienna, Singapore, and Montgomery County, Maryland.

Since the passage of I-135, 13 board members were appointed to the SSHD board by various public entities. These board members have established organizational bylaws and secured funding from the City and the State for critical startup costs over the organization's first 18 months. They are in the process of adopting mission, vision and values statements and are charting a roadmap for 2024 operations and benchmarks.

With these critical building blocks in place or underway, the Board is positioned to hire its first Chief Executive Officer.

Position Overview

The Chief Executive Officer ("CEO") will be responsible for the overall leadership, direction, operation and financial success of the Seattle Social Housing Developer (SSHD). This includes the full range of real estate development, the financial and administrative systems that support them, and strategic guidance and leadership. The CEO reports to the Board of Directors and is responsible for the organization's consistent achievement of its mission and benchmarks.



In partnership with the Board, staff, and resident councils, the successful candidate will advance the objectives of SSHD by building, acquiring, and maintaining affordable social housing that mixes incomes and is majority tenant-run. They will oversee property and asset management of SSHD's housing portfolio. In addition, they will advocate for systemic changes that increase housing affordability and improve the quality of life for all people unable to afford market rents.

Priorities of the position include but are not limited to:

Strategy and Vision

- Engage the support of SSHD's core constituencies and stakeholders toward the organization's mission to build, acquire and maintain social housing according to its Charter.
- Direct and facilitate organizational development including: development and implementation of strategic plan; directing and monitoring the short- and long-term goals for the organization; and scaling for future growth.
- Provide executive leadership to and management of the future SSHD leadership team and staff, seeking their contribution of expertise and perspectives in discussions.
- Lead organizational planning and review of accomplishments in meeting the mission of providing high-quality social housing.
- Set organization tone and expectations that put residents first.

Board of Directors

- Support the Board of Directors to fulfill its policy and governance role.
- Partner with the inaugural Board in creating a vision for SSHD as it fulfills its mission and charts its growth and impact trajectory.
- Work with the Board Chair to plan and execute monthly Board of Directors meetings and engage Board in strategic discussions and decisions.
- Work with Board Committees to advance their charters and work plans.

Housing Development

- In conjunction with the Board of Directors, implement strategies to ensure the construction, acquisition and future maintenance of social housing developments in accordance with the Charter.
- Build a high-performing team of housing professionals, including development, asset management, compliance, and property management staff.
- Facilitate and promote partnerships with key municipalities, government agencies, and community organizations.
- Communicate with property owners, private developers, and nonprofit organizations to create opportunities for consulting and joint development projects.
- Identify and pursue new ways to secure land and resources for social housing developments.

Start-Up and Organizational Development

- Set short-, medium-, and long-term goals and objectives for SSHD based on its charter, mission, and vision.



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- Establish organizational structure to build a high-performing staff that will scale as SSHD grows.
- Attract, train, motivate, and retain a high-functioning, collaborative, diverse team.

Finance

- In conjunction with the Chief Financial Officer, maintain a high standard of fiscal responsibility to maintain SSHD's continued viability and success in providing robust social housing resources in the City of Seattle.
- Oversee SSHD's investment portfolio once established.
- Manage the budget and make expenditure decisions accordingly.
- Ensure the organization operates within budget guidelines, that sound financial health is maintained, and that SSHD's financial systems meet all current legal standards.
- Meet all contractual and fiduciary requirements.

Staff Management and Development

- Provide leadership and motivation to SSHD staff.
- Develop and maintain a work climate that attracts, motivates, and retains a well-qualified workforce that reflects the diversity of the community.
- Provide leadership and mentoring to staff and ensure strong cross-functional communication and collaboration.
- Nurture and promote the strong, committed, supportive organizational culture of SSHD.
- Support and advise staff on the implementation of programs, policies and procedures, staff training and development and performance evaluation.

External Relations and Fund Development

- Serve as an ambassador for all of SSHD's work, serving as the public spokesperson and media contact for SSHD.
- Identify best practices and advocate for policies and programs that will reduce the housing cost burden for residents and create economically healthier communities.
- Participate in forums addressing local, regional and national affordable housing policy issues.
- Provide thought leadership for the affordable housing community.
- In conjunction with the Communications Committee, develop a clear communication strategy that advocates for Social Housing and affordable housing in general.
- In conjunction with the Real Estate and Fund Development Committee and the Board of Directors, lead SSHD's efforts to identify and secure project funding from a variety of sources, pursuing creative, outside-the-box funding models alongside traditional approaches to affordable housing finance.

Candidate Profile:

Professional Experience:

- Minimum of seven (7) years of leadership experience including strategic planning



and execution in affordable housing, real estate development and property management, homeless services, community development, and/or public administration.

- Track record of developing and executing strategic plans; creating and monitoring budgets, negotiating complex financial transactions; ability to structure complex development and redevelopment partnerships.
- Broad general management experience in large organizations across finance/finance development, human resources, operations/technology, marketing, programming, fundraising, and working with Boards.
- Adept at building operational structures that support sustainable growth and healthy organizational culture.
- Fund development experience with a track record of building innovative partnerships and diversifying revenue streams at the multi-million dollar level.
- Experience working collaboratively with internal and external constituents, including residents, unions, financial institutions, community leaders, elected officials, project teams, and organizational partners.
- Exceptional communicator, comfortable and effective interfacing with stakeholders from all walks of life, especially those disproportionately facing displacement and housing insecurity.
- Experience working collaboratively with a Board of Directors.
- Superior mentoring, professional development, people management and leadership skills; inspiring team builder who engenders trust and builds group commitment to goals, objectives, and results.
- Multicultural management experience, including recruitment, management, and development of diverse teams.

Core Competencies:

- **Engaging Board & Residents:** Ability to generate and sustain engagement of residents and board members as front-line stakeholders in social housing that encourages their development and leadership qualities.
- **Social Housing Champion:** Ability to communicate this model and inspire others to actively support it. An innovative dynamic leader who can pursue out-of-the-box strategies to promote this relatively new model of housing.
- **Leadership experience establishing infrastructure and maintaining vision in a rapidly growing start-up environment.**
- **Deep Experience in Real Estate Development and Acquisition:** Ability to manage and lead the long process from initial inception through construction to tenant occupancy.
- **Innovative Fund Development Experience:** Success building multiple stable funding models in housing and/or start up organizations.
- **Extensive work with BIPOC, immigrant and housing unstable populations:** A proven track record of building relationships across class, race, and gender lines.
- **Experience in building solid community relationships:** Ability to build coalitions with



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political, business and community leaders to create a strong base of support for social housing.

Preferred Qualifications:

- Academic training in real estate development, affordable housing finance, policy and advocacy, or equivalent work experience.
- Experience working in social or tenant-run housing.
- Experience working in collaboration with unions and union labor.
- Experience with green building models such as Passive House.

Compensation:

Base salary: \$180,000 to \$210,000 depending on experience. This is a full-time exempt position. SSHD is committed to providing a competitive benefits package including paid time off, retirement contribution, tuition assistance, and medical, life, and disability insurance.

The Seattle Social Housing Developer is an Equal Opportunity Employer.

If you or someone in your network is interested in exploring this opportunity, please submit a cover letter and resume to:



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