

Community Housing Trust
Job Description
Marketing Director

Introduction: The Community Housing Trust of Sarasota County, a new organization, has the ambitious goal of creating 3000 units of affordable housing over the next 10 years. This will be accomplished by causing to create or supporting the creation, by private or non profit developers, of new housing (sale and rental), acquisition and rehab of existing housing and by providing lending products and education to help first time homebuyers achieve success. CHT is looking for a highly motivated person who can create and implement a marketing program aimed at developing the affordable homebuyer market including working with employers to implement employer-assisted housing programs for their workforce.

Responsibilities:

Work with the CEO and Housing Manager to design, launch and further develop an employer assisted housing program

Research and develop interest with employers to build a customer base. Review, revise, and refine marketing efforts as needed.

Plan and conduct sales presentations regarding CHT and Employer Assisted Housing to new and existing employers to reach or exceed goals.

In conjunction with other staff, develop marketing plans and materials related to all of CHT's program.

Provide customer services including, but not limited to answering employer inquiries, seminars, assessment of cost/benefits and workplace needs.

QUALIFICATIONS: Experience in marketing and sales. Familiarity with mortgage banking or affordable housing helpful. Excellent written and interpersonal skills to communicate with H.R. professionals, business executives, banking personnel, real estate brokers, program participants and staff. Proficiency in Word, Excel, Access and Microsoft Office. Must have a "can do" attitude and be willing to take on numerous responsibilities to accomplish CHT's goals.

Compensation: This position will pay commiserate with the experience required to attract a highly qualified candidate.

To Apply: send cover letter, resume and salary history to:

Martina S. Guilfoil

CEO

Community Housing Trust

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Open until filled