



COACHELLA VALLEY HOUSING COALITION  
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www.cvhc.org

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## PERMANENT POSITION OPENING ANNOUNCEMENT HEAD OF HOUSING OWNERSHIP

Job Title: Head of Housing Ownership Programs (Tentative)  
Reports to: Chief Executive Officer (formerly Executive Director)  
HQ Location: Indio, CA (Coachella Valley). Most office personnel operating remotely in COVID.  
Supervises: Home Ownership Department (13) thirteen employees  
Salary range: \$110,000 - \$125,000 +benefits  
Date posted: April 2, 2021  
Start Date: May 2021

### OVERALL PURPOSE:

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The Coachella Valley Housing Coalition (CVHC), a 501©3 nonprofit organization, was established in 1982 to improve farmworkers' living conditions, their families, and other low-income residents of rural and desert communities from Riverside to Imperial Counties. We construct and operate affordable housing and create paths to homeownership. We authentically engage with our residents and the community while infusing community services programs and other opportunities that enrich, build, and grow lives.

The systems and people-focused values of CVHC's organizational action plan in progress, known as the [Five Areas of Focus](#), puts team collaborations as the primary mechanism of organizational effectiveness. CVHC defines team as **a group of people who work together to meet the organizational purpose**. The Head of Housing Ownership's ultimate purpose is to expand Housing Ownership opportunities by critically examining established programs, exploring and developing new models to make homeownership achievable to CVHC's low-income constituents.

### ROLE AND THE MOMENT:

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The Head of Housing Ownership will enable CVHC's mission by transforming people's lives through Home Ownership. CVHC's currently offers a self-help homeownership program for single families' homes and has helped 2,087 families build and purchase their own single-family homes.

CVHC's goal is to expand current homeownership opportunities by:

- Market research and community outreach around housing preferences and community desires around housing ownership.
- Identifying new land acquisitions and conceptualizing new product types, ownership models and financing.
- Exploring new markets, developing other models of housing including duplexes, triplexes, land trusts, limited equity cooperatives
- Engage in real estate development, financing creation, and implementation of a marketing plan.
- Creating Home Ownership opportunities for various income levels/targets

To make this possible, construction budgeting, planning, and physical design are critical and knowledge of design and green building technologies a plus. The role also requires planning,

funding procurement, subdivision development, and homeownership development from concept to completion and close collaboration with the Housing Development Team.

## **THE ORGANIZATION**

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CVHC, because of its longevity and real estate development track record, has a positive reputation and national name recognition in the affordable housing field. However, there is also increased competition to develop more housing in the Coachella Valley. Housing developers from outside the area are interested in building in the region.

To help the organization meet this moment with purpose, the Board of Directors selected the CEO Alice Salinas for her proven record in housing development and visionary leadership with the purpose of building more housing. The CEO began her position in July 2020 and is currently leading CVHC in the organizational growth action plan, Five Areas of Focus, while exploring new frontiers of housing and community development that enrich marginalized communities. CVHC employs thirty-five full time and three part time staff and is governed by an eleven-member Board of Directors.

CVHC is building a new culture that supports learning, for all staff and board members as well as the organization, described in more detail in the Five Areas of Focus. The new thinking incorporates team decision-making and promotes more autonomy for the individual staff member. Management's role is to support staff by ensuring a productive work environment and team cohesiveness. In Multi-Family, Single-Family and Community Engagement Departments, Department Head's also conceptualize, plan and finance new projects.

CVHC staff praises the organization for offering:

- Family-like atmosphere of colleagues who know and care about each other.
- Flexibility.
- Environment in which long-time staff mentor and support newcomers.

The Five Areas of Focus makes concrete CVHC's to commitment to its people.

## **PERSONAL CHARACTERISTICS:**

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CVHC's wish list of personal characteristics shared among ALL new staff members follows:

- Is honest and kind
- Uses critical thinking to achieve CVHC's mission
- Uses both the brain and the heart to communicate
- Believes in collaborating to do our best work

## **THE HEAD OF HOUSING OWNERSHIP POSITION**

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The vision is to create a unique opportunity for an innovative and ground breaking professional with the characteristics to excel in achieving their own potential while creating opportunities for new programs and carving the path for Home Ownership for our marginalized communities.

- Does strategic thinking in program development and expansion
  - **Research:** Knows how to mine resources through past practices, other models and industry trends
  - **Innovation:** CVHC was the first organization in the nation to develop housing for retired farmworkers. We welcome innovation and big ideas and keep an eye on significant developments and trends in the field.
  - **Opportunity:** Actively identify new land, project, acquisition opportunities, including funding options and evaluating project feasibility.
- Puts excellent writing and communication skills in service of CHVC's mission
- Excellent knowledge of government housing programs and program regulations on federal, state and local levels

The position requires a mission-focused individual who is able to connect the dots between what the Coachella Valley needs and housing types and programs that fill those needs by:

- Collaborative work and systems thinking
  - Working closely with the CEO to develop new Home Ownership and Self-Help build opportunities.
  - Report to the Board of Directors on the progress of development projects and to request approval of new projects
  - Advocate for policies, programs and funding that support and expand housing
  - Develops departmental policies and procedures that promote high quality products and an effective work environment
  - Mentors the Self-Help and Housing Counseling team to develop, market and determine programs that empower residents and improve their lives
- Developing outcome measures and tracks statistics relevant to affordable Home Ownership programs in collaboration with program staff, including monitoring development, construction, and sales processes.
- Authentically engage stakeholders and the community while and furthering CVHC's mission.
  - Serve as an articulate, visible and effective spokesperson for the organization and its projects
  - Forge agency partnerships and collaborations to leverage resources for innovative programs, including establishing and maintain positive relationships with all municipalities in the Coachella Valley, Imperial Valley and surrounding areas
  - Build and maintain positive and effective relationships with external partners, including banks, investors, government leaders, and consultants, such as general contractors, architects, and others.
- Challenges the CEO as well as themselves in all of the above

#### **QUALIFICATIONS:**

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- Master's Degree or Bachelor's Degree in related field and/or proven experience in Housing development including project funding, planning and land acquisition.
- Knowledge of advanced real estate development principles and mortgage financing.
- Extensive and proven experience serving to marginalized populations.
- A cultivated expertise to understand, develop, and implement strategies customized to the organization and the local context.
- The ability to effectively communicate and collaborate with all parts of the organization and its partners.
- Possess a commitment to serve the community with professionalism, courtesy, friendliness, consideration, and confidentiality. Ability to work effectively for the causes of affordable housing, low income and the programs that support the organization.
- Extensive real estate acquisition, development and operations experience, including:
  - Securing land entitlements, acquisition, predevelopment, construction and permanent financing
  - Building community support and work with community stakeholder groups to further CVHC's mission.

- Supervising architects, consultants, contractors and other development team members
- Knowledge and experience marketing projects, negotiation agreements and contracts, including loan documents, construction contracts and architectural agreements.
- Possess knowledge and understanding of project progress in terms of budgets and timelines.

The majority of work is performed in a professional office setting and is generally sedentary, requiring routine walking, standing, bending, and carrying of items weighing less than 40 lbs. The work will also involve the operation of office machines, such as photocopiers and scanners, facsimile machines, voice mail systems, and computers.

CVHC requires a criminal background check for the safety of our residents. An employment offer is conditional until CVHC has received a Federal criminal background check verifying eligibility to work in our community economic development programs.

Have a valid CA Driver's License. Must maintain and submit current proof of auto insurance and have reliable transportation.

Fluency in speaking and writing Spanish is highly desirable. Respect and knowledge of the Latino community and other diverse communities a must.

**An Equal Opportunity Employer**