About Us

**Grounded Solutions Network** is a national nonprofit dedicated to shaping communities to be inclusive and filled with opportunity for all. Where we live matters. It determines what opportunities we have and how our kids grow up. Everyone should be able to live in a place that offers opportunity: access to jobs, parks, public transit, quality schools and stable homes. Strong and inclusive communities provide the foundation that people and families need to thrive, both in the present and for future generations.

As a national membership organization, we support nonprofit and government practitioners, advocates, elected officials, and other housing professionals with the knowledge and support they need. We promote homes that remain affordable for generations and provide the foundation for our communities to be stable and strong, for good.

In order to create a vibrant workforce and fully realize the mission and vision of our organization, we are committed to fostering an organizational culture rooted in critical thinking and consciousness about race and class. We seek candidates who are dedicated to achieving racial equity. We are committed to building a staff team that is as racially and culturally diverse as the communities that we serve; candidates from all backgrounds are encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

About the Position

We are looking for a Marketing and Outreach Specialist who will continue to grow the HomeKeeper user community of nonprofit housing organizations in an effort to scale impact and achieve sustainability. Specifically, the Marketing and Outreach Specialist coordinates activities related to marketing, sales and retention of users. The Specialist will also contribute to building an enthusiastic user base, and promoting successful user adoption, retention and engagement. In addition, the Specialist contributes to internal and external projects and manages consultants as needed in order to achieve program objectives, scale services, and increase operational effectiveness. Learn more at [MyHomeKeeper.org](http://www.MyHomeKeeper.org).

This is an opportunity for a self-starter to develop and apply marketing, outreach, program management and Salesforce technology skills to advance racial equity and strengthen housing programs in diverse communities around the country. We work primarily with affordable homeownership organizations and housing counseling agencies, including community land trusts, Habitat for Humanity affiliates and other local governments and community-based housing organizations.

We are an industry leader when it comes to helping community-based organizations leverage Salesforce to scale program management and measure impact at the local and national level. Our current HomeKeeper team has experience developing, managing and supporting our well established HomeKeeper app, built on the Salesforce platform. We seek someone who can help us grow our user community and balance out our team with outreach, marketing and communications experience to affordable housing organizations. We are a virtual team so, while we meet via video conference frequently, we’re looking for someone who will be personally and professionally satisfied working from a remote office.

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<tr>
<th>Title: Marketing and Outreach Specialist, HomeKeeper</th>
<th>Reports to: Director of HomeKeeper</th>
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<tbody>
<tr>
<td>Department: HomeKeeper Team</td>
<td>Status: Full-time, Exempt</td>
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Key Responsibilities
The Specialist is responsible for marketing, outreach and sales activities to recruit new organizations to become a HomeKeeper participating organizations. In addition, the Specialist collaborates closely with the rest of the HomeKeeper team by assisting with new user onboarding and support and gathering feedback from potential users to inform the product roadmap.

The Marketing and Outreach Specialist will dedicate approximately 55% of their time to outreach, marketing and sales activities; 10% of their time managing our HomeKeeper website and brand assets; 25% of their time on special projects for the team and supporting other team members with new user onboarding, support and training as needed; and 10% of their time collaborating with other departments or supporting internal organizational priorities. Primary responsibilities are:

- **Grow the number of organizations using HomeKeeper**
  - With support, implement a marketing and sales strategy to engage and recruit new users. Strategies include web-based content marketing, initial discovery and individualized and public product demonstrations.
  - Engage with potential users to understand their history, pain points, and their goals, in order to assess readiness and fit for HomeKeeper.
  - Represent Grounded Solutions Network and HomeKeeper at 2-3 regional and national conferences annually.
  - Track the sales and marketing pipeline and monitor the efficiency of outreach efforts and campaigns in Salesforce.
  - Nurture strategic partnerships with consultants and national organizations to support the HomeKeeper program.
  - Maintain systems to coordinate campaigns, track leads, and monitor renewal and retention activities.

- **Manage website and brand assets**
  - Maintain website and produce written content, including blog posts, user spotlights and content geared towards potential new users, in coordination with website contractor, as needed.
  - Manage exhibit collateral and marketing assets in coordination with design consultants, and coordinate production of additional assets, as needed.

- **Support customer success and engagement for all users**
  - Assist with onboarding and orientation of new users as needed, in close coordination with colleagues.
  - Provide user support as needed to support the team by responding to inquiries.
  - Coordinate learning opportunities such as peer sharing webinars.
  - Stay current with affordable housing and housing counseling sector updates and trends.

- **Be a strong team member by providing support to and collaboration with colleagues**
  - Demonstrate initiative, flexibility, openness to change and accountability.
  - Bring creativity and problem-solving techniques to the work.
  - Participate on internal staff committees and support interdepartmental efforts, including our organization-wide focus on race, equity and intersectionality.
  - Help shape a positive and inclusive organizational culture amongst staff and with external stakeholders.
Qualifications for Entry into this Position

Our ideal candidate has experience with the Salesforce ecosystem, some knowledge or background in affordable housing programs, and marketing, outreach or sales experience. This position is best suited to a person with excellent communication and project management skills who works well independently and as part of a team.

Grounded Solutions Network will support our ideal candidate to grow their knowledge of Salesforce, HomeKeeper and the programs we support.

Candidates should have a genuine interest in helping people, solving problems, and learning and applying new technologies. The ability to collaborate remotely with colleagues and customers is also critical for success in this position.

Knowledge, skills and abilities

• Minimum three years of related work experience. Some work experience in a related sector preferred.
• Marketing, technology sales and customer services skills to help assess leads for readiness and fit with HomeKeeper.
• Experience presenting and/or coordinating online technology demonstrations for a variety of audiences and an interest in nurturing those skills.
• Experience with Salesforce.
• Ability to work independently in a virtual environment while coordinating a variety of projects simultaneously.
• Facility for applying new technologies to work more efficiently
• Experience with or willingness to learn the technology tools such as Salesforce, WordPress, Zoom, Form Assembly, Zendesk.com, Basecamp, and MS Office suite of applications.

Travel required

Occasional out-of-state travel approximately 5-6 trips per year, to attend staff meetings, conferences and events.

Location

Remote, flexible location.

Grounded Solutions Network has two primary office locations in Oakland, CA and Washington, DC, with additional staff working from home or co-working spaces throughout the contiguous 48 states. All staff are expected to demonstrate the ability to work remotely while maintaining high levels of efficiency and productivity and communicating effectively with their direct supervisor and colleagues.

Starting Salary Range

$56,000-62,000 annually, commensurate with experience.

Join our team and build your career with us! We offer:

• Supportive, stimulating and collaborative environment with passionate colleagues dedicated to building community and equity.
• Opportunities for professional growth and development.
• Competitive, comprehensive benefits package including health, dental, matching 401k and paid time off.

Work Environment/Physical Demands

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. All employees are responsible for a clean and safe work area. While performing the duties of this job, the employee is regularly required to sit, and occasionally required to stand and walk. The noise level in the work environment is usually quiet.
How to Apply
Please submit, as 1 document (PDF or Word), a cover letter with salary requirements, resume, and responses to two (2) supplemental questions. File name should follow this format "LastName_FirstName". Please limit each response to 200 words:

- Describe a time when you helped someone choose the right tool or find the best solution for a challenge they were facing. How did you approach the situation?
- Describe a strategy (or strategies) you have used to encourage others to buy something, do something, or sell them on an idea.

Submit documents to: https://bit.ly/36xxagw

Interviews will be conducted on a rolling basis.