

**Job Title:** Southwood Microenterprise Community Engagement Specialist

**Position Location:** Charlottesville, Virginia

**Reports to:** Associate Director of Community Partnerships

**Employment Type:** Full-time, Exempt-Professional, Salaried. Includes frequent evenings and weekends.

### **Organizational Background:**

Habitat for Humanity of Greater Charlottesville (“Habitat”) is a non-profit organization committed to the vision of a Greater Charlottesville community where everyone can find a decent place to live. We bring people together to build and rebuild homes and communities while catalyzing new pathways to safe, decent, affordable housing.

We are an affiliate of Habitat for Humanity International (HFHI), a nonprofit, nondenominational Christian housing ministry. We are a mission-driven organization, making the seemingly impossible possible every day by opening ourselves up to be inspired by the people with whom we work. We recognize that healthy and thriving families, teams and communities are built upon their strengths, and are therefore deeply committed to Asset Based Community Development and appreciative practice.

### **Scope of Responsibilities:**

The Southwood Microenterprise Community Engagement Specialist (SW MECS) will be based at the Southwood Mobile Home Park, a 340 trailer community which Habitat in partnership with residents will redevelop into a permanent, mixed-income community without resident displacement. That commitment to non-displacement extends not only to the families and individuals living in the community, but to the social structures and economic engines that allow families to succeed today.

The SW MECS will focus specifically on building relationships with existing small business owners and aspiring entrepreneurs to help assess their strengths and partner with them to develop pathways to achieving their goals in microenterprise.

SW MECS will report to the Associate Director of Community Partnerships and the information they obtain will feed directly into the master planning and redevelopment process to ensure that appropriate space is created to ensure the long-term success of the Southwood economy.

### **Prerequisite Requirements:**

- **Bilingual fluency REQUIRED: English and Spanish. This will be assessed.**
- 1-3 years of proven social services, non-profit or community organizing experience
- Microenterprise or small business experience
- Lived experience, or 4 year college degree in relevant discipline
- Familiarity with Asset Based Community Development and Appreciative Inquiry
- Ability to learn quickly and take initiative with limited direction while functioning within a collaborative team environment
- Strong computer skills including proficiency in Microsoft Office software

- Strong organizational skills including ability to multi-task effectively
- Ability to manage confidential materials
- Strong discretion and judgment
- Ability to remain calm and focused in a constantly changing environment
- Flexibility to work frequent evenings, weekends and extended hours as required
- Strong interpersonal and business communication skills
- Ability to build meaningful relationships of trust and mutual respect
- Ability to develop and maintain effective working relationships with volunteers, colleagues, and service providers
- Commitment to Habitat for Humanity's mission of service to others
- Sensitivity to the needs of people from multiple cultures and backgrounds
- Excellent sense of humor
- Outgoing, friendly, positive and "can do" attitude
- Driver's license and insurable driving record

### **Responsibilities**

- Coordinate microenterprise outreach and engagement efforts with current or aspiring small business owners
- Develop strategies to effectively link Southwood residents to existing microenterprise resources within the Albemarle Charlottesville area
- Research, develop and leverage new microenterprise resources for Southwood residents through collaboration with other organizations
- Set program outcomes and track progress with regard to resident enrollment and participation in community resources.
- Recruit and engage current or aspiring small business owners in the design and planning process for the redeveloped Southwood
- Assist with community engagement and outreach initiatives with a non-exclusive focus on microenterprise development
- Assist in the coordination of community meetings and participate in meetings as directed
- Implement communication strategies focusing on micro-enterprise, including utilizing social media platforms such as Twitter and Facebook, as well as traditional communication efforts such as door to door community canvassing
- Communicate directly with community members, establishing rapport and trust in a warm and respectful manner
- Be knowledgeable about Habitat's mission and communicate HFHGC redevelopment plans in Southwood
- Support special projects and initiatives at Southwood and within the wider HFHGC organization
- Convey professional and positive image of HFHGC and Southwood at all times
- Perform other tasks as assigned by supervisor

**Please send a full resume and detailed cover letter by email to Kathleen Baines, Office + Human Resources Coordinator at [kbaines@cvillehabitat.org](mailto:kbaines@cvillehabitat.org). No telephone calls, please. Applications will be accepted until an outstanding candidate is identified.**

**Habitat for Humanity of Greater Charlottesville is an equal opportunity employer. Women, minorities, and people with disabilities are encouraged to apply. If you are asked to interview and require modifications, please let us know. We regret that due to the anticipated volume of applicants, we will not be able to communicate with everyone.**