



# Homes and Community Renewal

*Job Opportunities at New York State Homes and Community Renewal*

*Build a career while building a better community. Rewarding careers in Public Service start here!*

## **MARKETING COORDINATOR**

*New York, NY and Albany, NY*

**New York State Homes and Community Renewal (HCR)** fosters the creation and preservation of high-quality affordable housing, while working strategically to revitalize neighborhoods and communities throughout the Empire State. Under the leadership of Kathy Hochul and Commissioner Ruthanne Visnauskas, **HCR** is a vibrant, innovative agency that integrates and leverages New York State's housing resources. We have offices in New York City, Albany, Buffalo and Syracuse, and employ a diverse workforce of professionals who are hard-working and committed to serving low and moderate income families.

Our mission is far reaching, encompassing single and multifamily housing finance, home improvement, rent regulation, housing subsidies, and community development. We partner regularly with a variety of public and private stakeholders. Achieving this mission requires a wide range of skills and backgrounds in public policy, administration, real estate, architecture, finance, law, and many other areas of expertise. We seek to provide a workplace environment that is productive, flexible, accountable, ethical, and caring. Our employees are empowered to make a difference where they live and work. We offer competitive pay and a comprehensive benefits package, including paid leave, health, dental, vision, retirement, and family friendly policies.

**The Office of Housing Preservation (OHP)** manages HCR programs that maintain and enhance the state's portfolio of existing affordable housing. We enforce the Rent Laws in New York City for over 900,000 housing units, while providing federal and state rental assistance to assist more than 45,000 families across the state. We also monitor 130,000 low income housing units financed with federal and state resources and provide grant funding to help homeowners and tenants save energy.

**HCR** is establishing a new unit to oversee the marketing of HCR-supervised affordable housing to ensure it is widely available through transparent and equitable marketing policies and processes.

### **DUTIES AND RESPONSIBILITIES:**

- Oversee housing lotteries and marketing compliance for HCR-regulated affordable housing.
- Supervise a team of Project Managers, ensuring that new rentals/sales and re-rentals/re-sales are processed in a timely manner and in accordance with HCR's marketing policies and procedures.
- Work closely with HCR's Fair and Equitable Housing Office and Office of Legal Affairs to implement policies and procedures developed by those offices and ensure that HCR's marketing and lottery processes offer equal opportunity to all applicants, comply with all fair housing/marketing requirements and affirmatively further fair housing.



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- Development, and other localities and Leasing Agents to further marketing efforts.
- Review and respond to all inquiries submitted from various sources in regards to rejected applicants and/or appeals.
- Ensure programmatic compliance and reviewing marketing agents' processing of new applications, unit transfer requests/approvals and succession cases for the Mitchell-Lama portfolio.
- Collaborate with the HCR's Finance and Development unit and the Statewide Asset Management Unit (SAMU) to track, coordinate and oversee lotteries and marketing.
- Work with the HCR's Tenant Protection Unit to identify issues with management agents and owners. Notify SAMU management team.
- Coordinate and collaborate with New York City's Department of Housing Preservation and
- Handle relevant inquiries and complaints from applicants, public officials and the public, regarding lotteries, marketing approaches and/or tenant selection matters including preferences.
- Attend community meetings and give presentations on the marketing process. Meet with SAMU quarterly to discuss regional lease up trends, new initiatives and monitoring requirements.
- Provide regular status reports to agency leadership on the progress of projects from the start of the marketing process through the successful lease up or sale of all units in a development and the progress of mini lotteries for re-rentals and re-sales.
- Assess HCR's current online [New York Housing Search](#) system and identify upgrades and improvements.
- Spearhead any efforts to improve or replace New York Housing Search.
- Spearhead efforts to develop an online lottery system and best practices.
- Monitor [New York Housing Search](#) and application lotteries for advertised projects.
- Maintain and update project records.

### **QUALIFICATIONS:**

- Strong leadership and management skills; 5+ years' experience managing staff and knowledge of multifamily affordable housing programs such as Section 8, Rental Assistance Demonstration, Low-Income Housing Tax Credit and State Low-Income Housing Tax Credit preferred
- Keen analytical ability and attention to deadlines and details
- Background in affordable housing lease ups, lotteries, and marketing initiatives preferred
- Outstanding organizational and communication skills (oral and written)
- Strong relationship management skills, strong capability to de-escalate conflict
- Excellent computer skills including general understanding of data base maintenance for online applicant and owner referral system.



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This job description is not intended to be all inclusive and employee will be expected to perform other reasonably related duties as assigned.

#### **WHAT WE OFFER:**

- Extensive benefits package including paid leave, excellent health, dental, vision and retirement benefits;
- Promotional opportunities for dedicated professionals.
- Hybrid telecommuting policy available

All internal SHA employees(only) are directed to apply via

[Nyshcr.sm.internalcandidates@nyshcr.org](mailto:Nyshcr.sm.internalcandidates@nyshcr.org)

**Please Include your name in the subject line**

**[TO APPLY, CLICK HERE.](#)**

**Applicants must include resume and cover letter**

New York State is an Equal Opportunity Employer  
(EOE)