



**PRESIDENT AND CHIEF EXECUTIVE OFFICER (CEO)
POSITION PROFILE**

ABOUT HOME

Housing Opportunities Made Equal of Virginia, Inc. (HOME), based in Richmond, Virginia, is a 501(c)3 nonprofit corporation organized under the laws of the Commonwealth of Virginia and a HUD-approved housing counseling agency. HOME's mission is to ensure equal access to housing for all people. They exist to address housing-related systemic inequities that perpetuate segregation, concentrations of poverty, and wealth inequality.

HOME was born out of the necessity to enforce the Fair Housing Act. They tackle systemically divisive housing practices through fair housing enforcement, research, advocacy, and statewide policy work. They also aid first-time homebuyers and those under the threat of foreclosure. When unequal access to housing and credit contributes most to our growing wealth gap, their multi-faceted approach is a powerful catalyst toward furthering fair housing.

Focus Areas

Fair Housing Enforcement

HOME investigates instances of discrimination in the housing industry, enforces the law through fair housing complaints or court, and empowers individuals to advocate for their rights.

Housing Counseling & Education

Homeownership has long been a means to achieving financial security and building wealth in America. Every year HOME helps hundreds of clients take advantage of new housing opportunities and gives them the knowledge to be successful homeowners. In addition, they also help Housing Choice Voucher holders move to areas of opportunity.

Housing Research & Policy

By researching past housing trends and analyzing the economic impact of segregation and discrimination, HOME understands how current issues came to be and how they can begin to remedy them. HOME can impact statewide policy by working closely with legislators to bring about meaningful and progressive change to housing.

Organizational Structure and Culture

HOME is governed by a 16-member Board of Directors, which provides overall strategic direction and oversight to the CEO and organization. The annual operating budget is \$8.2 million, with \$11.5 million in cash reserves and a healthy endowment. The organization's funding has come from government agencies (city, state, and federal) and individual major donors, and foundations. There are 40 full-time staff members, including three direct reports to the CEO: the Chief Operating Officer, Chief Financial Officer, and Director of Development.

HOME's culture is mission-driven, collegial, and familial. The organization's budget has doubled over the last three years, and its staff has also grown significantly. The Board of Directors seeks a visionary leader to build on its rich history, align the infrastructure and resources, guide the organization through its next phase of evolution, and help it make a more significant impact.

For additional information about HOME, please visit <https://homeofva.org>.

Strategic Priorities

Accountability in Fair Housing

HOME believes that the Fair Housing Act promises an equitable society free of discrimination in housing. That promise remains unfulfilled.

Therefore, HOME will:

- Balance the scales for individuals facing housing discrimination by pursuing cases with a strategic impact on housing policy and law at the state and federal levels
- Promote public and consumer understanding of fair housing rights
- Assist individuals in asserting their fair housing rights

Segregated Housing Patterns

HOME believes that segregation restrains our community from realizing our potential and societal shift towards more integrated housing patterns delivers better life outcomes for communities of color and a more prosperous community for all.

Therefore, HOME will:

- Educate policymakers and residents on the promise of integration, the perpetuation of segregation, and the realities of how segregation and systemic racism impact all of us
- Ensure that low-income and voucher clients have access to neighborhoods of opportunity
- Advocate for reform of modern-day policies that perpetuate segregation
- Support affordable housing initiatives in neighborhoods of opportunity

Racial Inequality in Homeownership Rates

HOME knows that the gap between Black and white homeownership rates is more significant today than when the Fair Housing Act was enacted. They believe this is the foundation of wealth inequality in America and needs to be remedied to provide greater wealth and prosperity for families.

Therefore, HOME will:

- Find pathways, programs, and products to foster homeownership by residents of color through new tools
- Innovate housing counseling services to support the rising needs of the Millennial and Gen Z generations to prepare them for homeownership
- Provide information and education at the beginning of the home buying process to ensure greater information on the benefits and process of homeownership
- Advocate for the development of affordable housing inventory as an entry point

Post-Pandemic Housing Environment

HOME believes that concurrent Pandemics (health, racial reckoning, and economic) have disrupted housing markets and delivered thousands into housing instability. Housing instability undoubtedly spirals into even more significant problems for households and disproportionately impacts households of color.

Therefore, HOME will:

- Right-size and adapt their housing stability and eviction programs
- Assist in ensuring an equitable distribution of rent relief
- Advocate for policy solutions that prevent eviction and instability and limit the ability for eviction to follow families for years
- Research and develop long-term strategies that foster housing stability

THE POSITION

HOME's President and Chief Executive Officer ("CEO") provides strategic vision and leadership on governance, mission, programs, and operations. They will ensure the organization's financial stability and long-term viability, build, lead, motivate, and retain high-performing staff and board members, and enhance the organizational culture.

The CEO will oversee all of HOME's activities and operations; raise the profile and visibility of the organization; build relationships, partnerships, and strategic alliances with diverse stakeholders to help shape and advance HOME's programs and policy agenda and drive systemic change. They will serve as an organizational spokesperson.

As the leader of a legacy civil rights and social justice organization, the CEO must not be afraid of the inevitable controversy of making systemic change. They must have the intestinal fortitude, a willingness and appetite for tackling complex issues, and a demonstrated record.

The ideal candidate is a creative and inspirational leader with excellent organizational and relationship management capabilities, compelling communication skills, strong fundraising, and board management abilities.

A successful candidate must also demonstrate the presence, maturity, compassion, and energy to work effectively with and inspire a diverse community of clients, partners, and stakeholders.

Specific Responsibilities

Organizational Leadership & Strategy

- Lead the organization, in collaboration with the board and staff, in developing and articulating a clear and compelling vision for HOME's future and possibilities; this includes collaborative work to define the organization's scope, geographic reach, work, and future direction
- Assess the evolving housing landscape and ever-changing social, political, and economic climate, and help HOME think creatively about what it means to Affirmatively Further Fair Housing (AFFH), and things that go beyond HOME's traditional fair housing approaches, and determine how best to use all the tools available to move the organization forward
- Ensure that the organization has a clear theory of change and can impact its values at the highest level

External & Thought Leadership

- Serve as the organization's public face, advocate for HOME and its mission, influence and affect policymaking and outcomes regarding housing and housing discrimination
- Speak to the most critical issues and opportunities affecting HOME's clientele and stakeholders in a compelling and impactful way
- Build HOME's brand, image, and reputation across the region, state, and nationally
- Connect HOME to the statewide and national conversations about housing and housing-related systemic inequities that perpetuate segregation, concentrations of poverty, and wealth inequality
- Ensure a robust, fair housing caseload that will drive systemic change

Community Building & Advocacy

- Identify strategic opportunities to advance HOME's agenda
- Build and manage relationships with political leaders, government agencies, and key influencers and decision-makers in Richmond, Virginia, and nationally
- Expand HOME's influence and community of stakeholders locally, regionally, and statewide
- Build strategic alliances and partnerships with a broad array of stakeholders to overcome challenges and advance shared policy change agendas
- Lead strategic initiatives aimed at solving the most critical problems facing people of color and low-income communities

Fundraising

- Continue to strengthen HOME's fundraising capability and achieve a sustainable revenue model
- Cultivate relationships with major donors and funders, grow and diversify revenue sources, and secure financial support from government agencies, individuals, foundations, and corporations
- Continue to build on essential funding priorities such as the Barbara Wurtzel Rabin Fund and the upcoming 50th-anniversary celebration in 2022
- Connect HOME's work to the aspirations of donors

Organizational Management & Culture

- Build an organization with high levels of motivation and shared purpose
- Ensure that HOME's programs are appropriately aligned with the resources needed to serve clients effectively, facilitate seamless coordination and communication with community partners, and allow the organization to pursue innovative programs and opportunities that can help further the mission
- Continue to strive for excellence and develop consistent professional practices throughout HOME
- Ensure the financial and overall health of the organization
- Recruit the best people at all levels of the organization
- Build talent management programs to develop, reward, and retain top talent
- Ensure a high-performance organization that is constantly learning and growing
- Provide feedback, guidance, coaching, and support to the staff
- Nurture high levels of board development and engagement

CANDIDATE QUALIFICATIONS AND EXPERIENCE

Education: A bachelor's degree with an advanced degree in a discipline relevant to HOME's work is strongly preferred.

Experience: Extensive nonprofit organizational leadership, management, and development experience with demonstrated knowledge of the housing ecosystem, fair housing, housing policy, and the issues affecting Black, Indigenous, and People of Color (BIPOC), and low-income communities and the root causes of the racial disparities. The ideal candidate will also have experience lobbying. Litigation expertise is a plus.

COMPETENCIES AND ATTRIBUTES

The successful candidate will be:

- Passionate about HOME's mission and values
- A strategic and visionary leader with unquestionable integrity; secure and willing to listen, ask questions, comfortable not having all the answers; inclusive in decision making, able to make tough decisions, take a stand, and act appropriately
- Deeply committed to justice, racial equity, diversity, and inclusion, and systems change
- Relationship-oriented, collaborative, and capable of building partnerships with other organizations and stakeholders
- Culturally competent, with an appreciation of and comfort level working with a wide array of diverse individuals and communities
- A capable fundraiser with a proven record of success or demonstrated aptitude
- Creative, bold, inspirational, motivating, and supportive of staff, board, and stakeholders
- Highly credible, politically savvy, driven, innovative, and engaging
- Respectful of the fundamentals that have contributed to HOME's successful work and outcomes while focusing on its future
- Well-organized, with the ability to prioritize what is essential, which can shift by the day
- Ability to lead directly and through influence
- Compassionate, trustworthy, authentic, and transparent
- Flexible, adaptable, and pragmatic

The successful candidate will have:

- Proven ability to lead and guide an organization through change, growth, and evolution
- Excellent leadership, relationship, and people management skills
- Business and financial acumen
- Confidence with humility and temperance – comfortable with and energized by being "the face" of the organization
- Demonstrated ability to hire, develop, and lead competent and high-performing talent and appropriately delegate and empower leaders and staff to successfully fulfill their responsibilities
- Ability to collaborate effectively with multiple stakeholders, including staff, board, donors, funders, partner organizations, politicians, government agencies, clients, and community stakeholders
- Knowledge to increase HOME's visibility and influence to advance its mission and drive impact regionally, statewide, and nationally
- Exceptional communication skills and the ability to engage and communicate with different audiences in different ways
- Emotional intelligence, maturity, and sound judgment

COMPENSATION

A competitive compensation and benefits package will be offered commensurate with experience. The target salary range for this position is \$165,000 to \$185,000 annually.

HOME is an equal opportunity employer with an accessible workplace and does not discriminate based on race, color, sex, age, religion, creed, disability, national origin, gender identity, political or union affiliation, marital status, sexual orientation, veteran status, source of income or other non-bona-fide job requirements.

HOME is focused on employee engagement and is committed to a healthy, diverse, inclusive work environment.

For additional information about the opportunity, please contact:

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