

CDA Program Manager I (C23037/472869)
Business Development Manager
Recruitment # 24-005476-0004
Filing Deadline 02/19/2024
Salary \$33.16 - \$44.93/hour (Grade 19/Step 2-15 with promotional growth to \$51.38/hour)



This is a contractual position with limited State of Maryland benefits.

Work that Matters.

The Maryland Department of Housing and Community Development (DHCD) is a national leader in the financing of affordable housing and revitalizing communities. This is an opportunity to join this nationally recognized, award-winning organization and apply your skills to this high public purpose and challenging area. Annually, DHCD finances approximately 2,700 units of multifamily rental housing in 40 properties, amounting to \$350 million in construction and permanent financing. Funding comes from a variety of sources, including state-appropriated funds, taxable and tax-exempt revenue bonds, federal low income housing tax credits, federal HOME funds and other federal funds. Additionally, DHCD administers rental assistance programs and innovative initiatives designed to expand affordable housing opportunities for persons with disabilities, increase the energy efficiency and sustainability of affordable multifamily developments, and preserve rental housing.

Position Duties:

The main purpose of this position is to oversee the success of the energy programs in meeting program participation goals. The Business Development Manager is responsible for establishing and fostering relationships with energy program partners, including other state agencies, local governments, non-profits, homeowners, and others to optimize the deployment of programs, continually improve the programs' image, foster a greater statewide awareness, and help Maryland citizens gain access to the energy programs.

This position evaluates past and current energy program performance by tracking relevant performance data such as number of applications, type of applications, participation rates, success rates of specific outreach activities, lead conversion rates, etc. The incumbent is responsible for creating and maintaining relevant tracking sheets, and providing relevant data as requested by energy program managers.

This position is fully responsible for developing all marketing strategies for DHCD's energy programs in collaboration with the Office of Public Information (OPI). The incumbent will work closely with staff at OPI to monitor and evaluate the effectiveness of marketing activities and adjust strategies as needed to meet the energy program participation goals. This includes identifying program needs, all potential outreach channels, defining regularly planned marketing activities and campaigns by channel, determining referral partners and ways to strengthen client referrals, designing strategies to expand existing efforts and tap into existing channels, etc.

This position is responsible for developing all outreach strategies for DHCD's energy programs in collaboration with the Office of Community Engagement (OCE). The incumbent will work with staff at OCE to monitor and evaluate the effectiveness of outreach activities and adjust strategies as needed to meet the energy program participation goals. This includes identifying relevant outreach events, coordinating staffing for outreach events, stocking sufficient program collateral as well as promotional materials, etc.

This position relates to the mission of the agency by helping low and moderate-income Maryland residents gain access to affordable housing and helps to increase the percentage of low and moderate-income Maryland

households who live in decent housing. This position requires close coordination and communication with key industry stakeholders, working successfully with representatives from various community-based organizations with respect to diverse populations and cultures with the aim of strengthening the existing and forging new relationships to maximize program opportunities statewide.

Minimum Qualifications:

Education: Graduation from an accredited high school or possession of a high school equivalency certificate.

Experience:

6 years of administrative staff or professional work, to include one year of experience supervising or leading employees.

Notes:

1. Candidates may substitute 30 credit hours from an accredited college or university for each year up to four years of the required experience.
2. Candidates may substitute the possession of a Bachelor's degree from an accredited college or university and two years of experience in administrative staff or professional work for the required experience.
3. Candidates may substitute the possession of a Master's degree from an accredited college or university for five years of the required experience.
4. Candidates may substitute U.S. Armed Forces military service experience as a commissioned officer involving staff work related to the administration of rules, regulations, policy, procedures and processes, or overseeing or coordinating unit operations or functioning as a staff assistant to a higher ranking commissioned officer on a year-for-year basis for the required experience.

Desired or Preferred Qualifications:

3 years experience in marketing, outreach, or business development.

TTY Users: Call via Maryland Relay

We thank our veterans for their service to our country and encourage them to apply.

As an equal opportunity employer, Maryland is committed to recruiting, retaining, and promoting employees who are reflective of the States diversity.

For more information and to apply please visit:

<https://www.jobapscloud.com/MD/sup/bulpreview.asp?R1=24&R2=005476&R3=0004>