



Leads Coordinator Job Description

Overview: Beyond Housing is a nationally recognized community development organization that works to strengthen families and transform underserved communities to create a stronger, more equitable, and prosperous St. Louis region for all. We engage where we're needed, focusing on building consensus among leaders, providing and preserving housing, fostering community structures that shape lives, and guiding systems that make people's lives better.

We lead with vision for what a community can be ~ every community is different, but thriving communities tend to share the same basic set of positive traits regarding housing, safety, education, health, infrastructure, and access to basic human services.

We bring together leaders and resources, volunteers and citizens, and pursue a wide assortment of creative approaches to build stronger, healthier communities for life.

Finally, we are community builders, not kingdom builders. "It's their neighborhood, future, & dreams". Our objective is to help build, and contribute the good things we do for the sake of adding value to the lives of the people we're honored to serve.

Position: The Financial Advising Department (FAD) Leads Coordinator's primary role is to engage with potential clients (leads) as well as lenders, realtors, and community partners, to promote the homeownership services of the organization which include homebuyer education, housing counseling, and lending. The Coordinator will serve as the first point of contact for the department, fielding inquiries in a timely manner. The Coordinator works with the Financial Advising Director and Managers, as well as the Marketing team, to establish overall objectives for the department, and develops and implements a comprehensive plan to include performance measures and timelines to achieve the goals of the department. Performance goals and customer service are of paramount importance in the day-to-day operations of this department.

Responsibilities include, but are not limited to:

- Assists in the implementation of the outreach and marketing strategy designed to expand and broaden the target market, appeal to prospective partners and establishes Beyond Housing as the premier source for all families who need homebuyer education, housing counseling, and down payment and closing cost assistance loan services in the region
- Monitor Salesforce/Compass (CRM) auto-assigned tasks and reach out to non-responsive leads as prompted to determine viability to convert leads to customers, and conduct follow up
- Educate and promote homeownership services via marketing presentations at lender and realty offices, as well as virtually, and by hosting quarterly lender/realtor trainings on homeownership programs
- Engage in business development, creating a robust referral system via phone, email, and Salesforce with those lenders and agents whose client is purchasing or has purchased a home via FAD service; run reports to determine lead source, link lead sources to lead/customer
- Cultivate business relationships with external partners with shared objectives to increase homeownership and the financial wellbeing of our communities, participating in special projects and on committees as deemed appropriate (i.e. HUD, NeighborWorks America, Project Home, Metro CRA Association, HomeTraQ)
- Provides the Director of Financial Advising with regular reports to include performance, overall statistical information on the business development operations of the department.

- Develops and maintains standards of practice, policies, and procedures
- Conducts periodic system reviews to identify program strengths and weaknesses, to monitor customer satisfaction and retention and to refine systems as necessary to improve outcomes
- Promotes and maintains interpersonal communication with all staff and departments in order to ensure team approach, department staff participation in decision making and goal setting; and an environment that promotes professional growth and development

Personal Qualities:

- Collaborative -- A dynamic personality that is collaboratively minded, can recognize and identify strengths, seek consensus around mutual goals, and build meaningful relationships.
- Creative and Curious -- A systems-thinker and builder, who is not afraid to be innovative in designing solutions and has skills in articulating these ideas and concepts.
- Methodical -- Strong analytical, systems, and problem-solving skills to evaluate performance, prepare reports, and recommend/implement solutions using independent judgment. Ability to move from concepts to action through strong program design and evaluation.
- Reliable -- Leadership skills that reflect and value a team approach, demonstrated integrity, effectiveness, efficiency, and the ability to deliver high quality service. Highly capable of handling multiple tasks, projects and timelines. Excellent oral and written communications skills.
- Trusted -- Ability to work with residents, partners, and staff of diversified backgrounds with a positive, optimistic, solutions-oriented attitude. Shares a deep respect for the community, its stakeholders, and the residents that we serve.
- Driven -- Passion for the work and an interest in continuous learning and improvement.

Preferred Experience, Skills, and Qualifications:

- Bachelor's degree or equivalent relevant experience, which can include social services, community development, affordable housing, financial services, realty, and/or sales
- Impeccable interpersonal and customer service skills
- Proficiency in MS Office software; familiarity with CRM software/Salesforce a plus
- Excellent public speaking, written. and verbal communication skills, and the ability to work with customers, partners, and staff of diverse backgrounds
- Ability to manage and meet multiple deadlines working independently, while contributing to team-wide efforts

Supervisor:

- Financial Advising Director

Supervises:

- None

Salary and Benefits:

- Full-time salaried position with benefits for full-time position as determined in current Beyond Housing Employee Handbook
- Salary: \$45K-\$55K

Application Instructions:

Please send resume, cover letter, and salary expectations in MS Word format to HR@beyondhousing.org

Beyond Housing believes that each individual is unique and we are committed to respecting the diversity of all individuals. We strive to move beyond simple tolerance, embracing and celebrating the differences contained within each of us, making us stronger as whole.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be a complete list of all responsibilities, duties, and skills required. Beyond Housing is an Equal Opportunity Employer.

ADA – Beyond Housing is committed to furthering the purpose of the American with Disabilities Act (ADA). The company is always willing to consider reasonable accommodations, which may allow a disabled person to perform this or any other job. The **Summary of Physical Requirements** is a list of what we believe at this point to be necessary in order to perform the essential functions of the job.

Diversity & Inclusion Statement: At Beyond Housing, we are committed to promoting **Diversity, Inclusion, and Equity** throughout our organization and culture. We strive to understand and appreciate the individuality of every employee and create a better place to work for all. We nurture a culture where everyone positively acknowledges equity through action and is aware, understanding, and appreciative of diversity.

Our vision is to go beyond simple tolerance and fully embrace the things that make each person unique. We recognize that our employees' differences support our ability to advance equity for the communities we serve. Further, we understand that equity is critical to the fulfillment of our mission to help entire communities become better places to live.