



Lead Engagement Specialist

AGENCY DESCRIPTION

[Urbane](#) is a community development venture and certified MBE that builds the infrastructure that catalyzes community wealth. Our approach centers on strengthening community anchors through a multi-disciplinary approach: research and analytics, business and development advisory, and place-based investing aimed at generating long term prosperity and wealth creation in historically disinvested communities. We envision neighborhoods that are defined by their strengths and experienced as places of opportunity and innovation.

Urbane focuses on strategies that build community capacity. We specialize in helping entrepreneurs, small businesses, and anchor institutions connect to opportunities and networks to stabilize and thrive. Our clients include municipalities, economic development agencies, housing authorities, foundations, financial institutions, real estate developers, community-based organizations, and small businesses throughout the US.

JOB TITLE: RPR Lead Engagement Specialist (RPR LES)

STATUS: Full-Time

LOCATION(S): Various NYCHA Campuses - Central Brooklyn, NY

REPORTS TO: Senior Project Manager

Urbane is currently seeking a dynamic individual with a passion for engaging with community to join our [Reid Park Rock PACT Partners](#) project. Urbane is a co-developer and lead entity for resident relationship building through [NYCHA's Permanent Affordability Commitment Together \(PACT\)](#) process at Reid & Park Rock Consolidated Apartments. Our function is to develop meaningful connections with residents before, during and after the rehabilitation and restoration of over 1,600 units of public housing across Crown Heights, East New York and Brownsville via NYCHA's PACT Program. We view public housing as vital community assets and community anchors, and residents are the most important stakeholders in the process of preserving these assets. The Engagement Specialist position will be located on-site at various Central Brooklyn NYCHA campuses, under the supervision of a Senior Project Manager and will include evening and weekend hours to ensure availability and accessibility to residents who may not be able to engage during traditional business hours.

JOB RESPONSIBILITIES:

The Lead Engagement Specialist will provide services related to liaising with the resident bodies of Reid & Park Rock Consolidated Apartments. The primary objectives of the Engagement Specialist are to execute the comprehensive resident engagement and empowerment plan and provide critical inputs to ensure an iterative approach. This person serves as a primary touchpoint and trusted resource for residents, keeping community members connected to opportunities generated by the PACT process.

Core tasks include, but are not limited to:

- Establish and nurture relationships with tenants, local leaders + social service provider teams through a regular presence across the various Reid & Park Rock developments.

- Execute and staff on-site tenant engagement activities, including site-specific meetings, tabling, and special partner events. This includes but is not limited to creating a run-of-show, preparing, and distributing outreach and meeting materials, securing logistics, presenting information, capturing notes and resident feedback, and completing simple summary reports for follow-up.
- Support the design and execution of events including educational workshops, trainings and focus groups; contribute to content development, lead event promotion and logistics, co-facilitate as appropriate.
- Serve as a primary conduit for a holistic intake and tracking process, capturing the full range of input(s) from tenants from pre-development to construction, to social service referrals and beyond, with the goal of having accurate, real-time reporting that can create better outcomes for residents.
- Gather comprehensive data by engaging residents through a needs survey, project design activities and other tools TBC; leverage range of on-site activities to successfully capture data (meetings, tabling, in-unit inspection appointments, etc.).
- Intake, codify and share resident ideas, questions, concerns, complaints, etc.; communicate information to internal team, and respond or direct residents as appropriate, within agreed upon timeframes.
- Monitor Reid Park Rock PACT Partners general email, responding to inquires and redirecting as needed.
- Keep accurate and up-to-date records via internal database.
- Update and maintain PACT FAQs and other key resources to support transparency around the PACT process and related activities.
- Support residents in understanding their rights, responsibilities, and key resources prior to and throughout the lease signing process.
- Support tenant awareness of social services partners' program via all available communication channels.
- Participate in direct outreach in advance of key activities and events as needed through door-to-door canvassing, information distribution, and select phone and text outreach.
- Support document translation (Spanish, Haitian Kreyol, or French) and live interpretation during engagement events.
- Attend regular internal project team meetings and ad-hoc meetings as requested.
- Support the identification, recruitment, and onboarding of local resident ambassadors/community coaches and/or similar roles for ongoing community capacity building.
- Perform other duties as required.

Some engagement activities remain virtual in response to the ongoing pandemic; however, local presence on-site is required.

KNOWLEDGE, SKILL AND EXPERIENCE:

- Applicants are not limited to a particular field of study - our approach to economic and community development is multi-disciplinary, holistic, and inclusive.
- 3+ years of relevant and proven in-field experience (not including internships) related to community or political organizing, community planning, housing advocacy, primary research/data collection, social work, or another related professional field.
- Fluency in either Spanish or Haitian Kreyol (professional) required.
- Experience and/or education related to community economic development including, but not limited to, Economic Development, Community Development, Real Estate Development, Property

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Management, Market Development, Quantitative Analysis, Graphic Design, Marketing, Program/Service Planning and Development.

- Superb verbal and written communication skills are essential.
- Excellent organizational, leadership, and analytical skills are essential.
- Ability to: work with evolving information landscape; manage workload and deliver quality results; prioritize deadlines; collect and analyze information; plan strategically; and assess project/process shortcomings, requirements, and solutions.
- Ability to: use a computer and essential software, including but not limited to Microsoft Suite; utilize basic graphic design programs; report data; prepare plans, presentations; conduct various analyses; provide technical assistance.

SALARY RANGE

\$65,000 to \$72,000, commensurate with experience and skill level. The Engagement Specialist role is benefits-eligible if working full-time. Full-Time roles include healthcare benefits, 401k matching, generous PTO policies, professional development, paid parental leave and other comprehensive benefits.

TO APPLY FOR THIS POSITION:

- To apply, please email info@urbane-dev.com with “RPR LES” in the subject line along with your current resume and a brief cover letter/email. Example(s) of past work product are welcome but not required. Please note Spanish or Haitian Kreyol language abilities and level of proficiency.
- Please name all files sent to Urbane beginning with your first and last name (or preferred naming conventions) for easy identification.

Employment is contingent upon successfully passing a background check which includes references from previous employers. Urbane Development Group LTD, is an equal opportunity employer which recruits, hires, trains, and promotes personnel for all job titles without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability, genetic information, veteran status, or any other status protected under local, state, or federal laws.

About NYCHA PACT*:

NYCHA developments selected to be a part of the Permanent Affordability Commitment Together (PACT) program will receive much needed renovations, residents will have access to employment opportunities affiliated with the repairs, and on-site social services will be enhanced.

Through PACT, developments will be included in the federal Rental Assistance Demonstration (RAD) and convert to a more stable, federally funded program called Project-Based Section 8. This allows NYCHA to unlock funding to complete comprehensive repairs, while also ensuring homes remain permanently affordable and residents have the same basic rights as they possess in the public housing program.

PACT depends on partnerships with private and non-profit development partners, who will be selected based on resident input. Once the property is converted to Project-Based Section 8, NYCHA will lease the land and buildings to the development partners, who will conduct the repairs, serve as the new on-site property manager, and provide enhanced social services and community programs.

NYCHA needs an estimated \$40 billion to fully restore and renovate all of its buildings, but the federal government has provided only a fraction of the funding needed for these improvements. We recognize that many of the conditions in NYCHA buildings are unacceptable and unsafe. Renovations are long overdue but

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necessary to ensure that the day-to-day needs of residents are met and living conditions improve. PACT is a critical tool that, through partnerships with private and non-profit development partners, allows us to not only modernize homes but also provide enhanced community services and amenities.

PACT brings new partners and maintains public control:

- *Comprehensive Repairs*
 - *Development partners bring design and construction expertise; they address all the physical needs at the development.*
- *Professional Management*
 - *Property management partners are responsible for the day-to-day operation and upkeep of the buildings and grounds.*
- *Enhanced Services*
 - *Partnerships with social service providers help improve on-site services and programming through input from residents.*

Developments will remain under public control. After conversion, NYCHA will continue to own the land and buildings, administer the Section 8 subsidy and waitlist, and monitor conditions at the development. Where needed, NYCHA can step in to resolve any issues that may arise between residents and the new property management team.

**Source: NYC Housing Authority*

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