



Strategic Initiatives Director

Strategic Initiatives - Sacramento, California (Hybrid)

ABOUT HOUSING CALIFORNIA

Since 1988, Housing California (Housing CA) has worked to create a California with homes, health, and prosperity for all in thriving, sustainable communities. We bring together a diverse, cross-sector network to prevent and end homelessness, increase the supply of safe, stable, affordable homes, and reverse the legacy of systemic racial and economic inequities by building power among the people most impacted by housing injustice in partnership with cross-sector partners, shaping the narrative, and advocating for the passage of transformative statewide policy solutions. Learn more about our long-term policy agenda [here](#) and explore additional information about Housing CA [here](#).

POSITION SUMMARY

The Strategic Initiatives Director leads the development and implementation of organization-wide campaigns and initiatives that advance Housing CA's mission and long-term vision. Working closely with Housing CA's leadership, staff, consultants, the Residents United Network (RUN), and key partners and allies, the Director provides strategic leadership to manage a team that designs and implements cross-programmatic efforts that drive statewide housing policy and systems change.

This includes leading the implementation of the Roadmap Home campaign and supporting coalition campaigns through the Statewide Housing Advocacy Coalition (SHAC). The role ensures alignment across policy, budget, and systems change strategies and strengthens coordination among Housing CA teams and external partners.

The ideal candidate is an impact-oriented strategic leader who can develop and manage complex initiatives and campaigns, guide and coordinate cross-functional teams, and identify emerging opportunities to strengthen statewide advocacy and advance solutions to California's housing and homelessness crisis.

WHAT YOU WILL DO

Roadmap Home Campaign



Launched earlier this year, the [Roadmap Home](#) is a bold, long-term plan to create the future we want for California by building affordable homes, protecting low-income renters, ending homelessness, and advancing racial equity and economic inclusion.

- Lead Housing CA's Roadmap Home campaign, driving strategy and overseeing implementation to build statewide momentum and advance policy and budget wins.
- Develop and execute integrated campaign plans that translate the Roadmap Home vision into coordinated advocacy, narrative and strategic communications, and grassroots organizing strategies. In some cases, support and collaborate on campaigns led by other Housing CA teams.
- Oversee Roadmap Home campaign implementation, coordinating work across Housing CA teams, partners, and allied institutions.
- Partner with internal teams on Roadmap-aligned legislative and state budget advocacy
- Cultivate and manage strategic relationships with consultants, coalition partners, legislative leaders, cross-sector partners, and other stakeholders advancing the Roadmap Home.
- Expand the campaign's base of support by securing endorsements, mobilizing partners and advocates, and coordinating legislative and public education and engagement efforts.
- Partner with the narrative and strategic communications team to elevate the Roadmap Home as a leading statewide approach to solving California's housing and homelessness crises.
- Monitor campaign progress and impact, using data and partner feedback to assess effectiveness, refine strategy, and adjust tactics to maximize outcomes.

Statewide Housing Advocacy Coalition (SHAC)

Co-anchored by Housing CA, SHAC convenes advocates and community leaders to protect critical housing and homelessness resources, secure near-term policy wins, and build momentum for long-term, permanent funding for housing and homelessness in California.



- Provide leadership to support coordination and implementation of statewide campaigns through SHAC.
- Partner with SHAC leadership and coalition members to advance shared legislative, budget, and policy priorities, including supporting campaigns led by SHAC partner organizations.
- Ensure effective coalition planning and coordination, including facilitating successful planning cycles, timelines, and shared workplans that support collective action among SHAC partners.
- Align and coordinate work across SHAC working groups, strengthening collaboration between policy, communications, organizing, and power-building efforts.
- Monitor the political, legislative, and electoral landscape, identifying opportunities, risks, and strategic entry points for coalition campaigns.
- Cultivate and maintain strategic relationships with state, regional, and local partners, community-based organizations, allied advocates, values-aligned sectors such as labor, health care, environmental, education, etc., and private interest groups that are essential to making big breakthroughs in solving the state's housing and homelessness crisis.
- Monitor campaign progress and impact, using data and partner feedback to assess effectiveness, refine strategy, and adjust tactics to maximize outcomes.

Other Strategic Initiatives

- Identify emerging policy, political, and partnership opportunities that strengthen Housing California's strategic impact and advance the organization's strategic goals.
- Develop, lead, and support cross-programmatic campaigns and initiatives that advance Housing CA's mission and vision.
- Provide strategic leadership and oversight to ensure successful team planning and implementation of key organizational events, including town halls, advocacy days, and coalition convenings.
- Ensure alignment and coordination between key Housing CA initiatives and related federal and state-level initiatives.



- Build and deepen strategic partnerships with change-makers in affordable housing, homelessness, economic justice, and other sectors that impact and align with our work.
- Identify and represent Housing CA and SHAC in multi-sector coalitions and networks, elevating the organization's leadership and advancing shared priorities.
- Foster cross-departmental collaboration and assist with other organizational responsibilities that further the strategic goals of the organization.

Organizational & Team Development

Participate as an organizational leader, shaping and ensuring the effective implementation of our mission, values, and culture, including:

- Represent Housing CA at external events, coalition spaces, and media engagements to elevate the organization's leadership and strategic priorities.
- Collaborate with the executive and leadership teams to shape and advance organizational strategy, ensuring that strategic initiatives are integrated into planning, budgeting, and impact tracking.
- Propose and monitor an annual program budget and work plan, ensuring effective stewardship of resources and successful implementation of priorities on time, within budget, and with high quality.
- Lead a productive and collaborative team by hiring, managing, mentoring, and coaching staff; supporting professional growth; and fostering a collaborative, inclusive, and learning-oriented work environment.
- Partner with fellow leadership team members to cultivate a values-driven culture that advances racial equity, promotes transparency, communication and collaboration, disrupts institutional racism, and fosters a strong sense of belonging.
- Contribute to fundraising efforts to support and sustain our mission-driven work.

WHO YOU ARE



- **Committed to Justice:** You demonstrate a deep and ongoing commitment to racial, gender, disability, economic, and housing justice and consistently work to uphold these values in your leadership and practice. You center the needs and experiences of low-income Californians in complex policy and advocacy work.
- **Mission Aligned:** You bring professional experience in housing justice or a closely related field such as community development, urban planning, health equity, criminal justice reform, education, disability justice, food insecurity, climate justice, or labor.
- **Policy and Systems Experience:** You have 7+ years of experience leading coalition-based campaigns or initiatives for complex, multi-year projects in a progressively responsible leadership capacity. Experience with statewide policy advocacy is strongly preferred, particularly in areas such as housing policy, homelessness, equitable development, sustainable communities, infrastructure policy or finance, land-use planning, or other closely related fields.
- **People-Centered Leader:** You have 3+ years of managerial or supervisory experience. You have excellent management and coaching skills to supervise, mentor, and grow the capacity of staff. You have successfully led teams, consultants, and partners in implementing coordinated advocacy or campaign strategies.
- **Strategic Leaders:** You can articulate and implement a strategic vision within a cross-functional organization, aligning efforts to advance mission-driven goals and achieve measurable impact.
- **Coalition Management:** You have experience building and managing diverse coalitions and collaborative spaces. You foster spaces that reflect Housing CA's values of equity and inclusion and support shared leadership models—particularly centering impacted communities and grassroots partners.
- **Adaptive and Solutions-Oriented:** You are tenacious, flexible, resourceful, and thrive in dynamic environments. You are comfortable navigating ambiguity and using creative problem solving to advance change.
- **Clear and Effective Communicator:** You are a strong written and verbal communicator who can engage effectively with policymakers, media, community-based organizations, residents of affordable housing, people experiencing homelessness, advocates, funders, and cross-sector partners.



- **Collaborative and Inclusive:** You have a strong track record of building trust and working across diverse stakeholders with differing perspectives to advance shared goals. You are an experienced facilitator who can guide productive conversations and align partners around shared goals and processes to achieve clear outcomes.
- **Learning- and Impact-Oriented:** You embrace learning and adapting, thriving in an environment where continuous improvement and flexibility are valued. You are tenacious and committed to moving change in complex and evolving environments.
- **Willingness to Travel:** You are willing and able to travel throughout California and attend early morning or evening obligations.

Additional experience that is welcomed, but not required:

- Familiarity with affordable housing, homelessness, and tenants' rights programs or policy.
- Lived experience of homelessness or housing insecurity or experience working with people with lived experience.
- Experience using online advocacy, data tracking, software and data platforms for campaigns, and project management tools.
- Experience in budget management and fundraising.

Our ideal candidates may have experience that does not directly match the qualifications above, and we encourage people with similar experience to apply.

COMPENSATION, BENEFITS, AND LOCATION

This is a full-time, exempt position that reports to the Deputy Director of Programs. The Director will provide leadership for a team of three staff and oversee related consultants. The salary range is \$120,000 - \$150,000, depending on experience. This is a hybrid position based out of our office in Sacramento. This position is expected to participate in regular travel (mostly in California).



Benefits package includes fully paid medical, dental, and vision for employee and 25% paid medical, dental and vision for dependents, paid parental leave, long-term disability and group life insurance coverage; commuting subsidy; cell phone/at home internet subsidy; 403(b) retirement plan with 3.5% employer contribution; generous vacation (3+ weeks, depending on tenure), sick leave (8 hours per month + employees start with 8 hours of leave), 12 paid holidays; organization-wide closure during the last week of December and a shortened workweek during the summer legislative break; professional development opportunities; and a hybrid work environment.

OUR CULTURE

Housing CA is committed to creating a just, equitable, diverse, and inclusive workplace that fosters a culture of belonging, ongoing learning and collaboration, and supports, stabilizes, and incentivizes people to join the Housing CA team and stay for the long game.

We value having staff who come from communities that are most impacted by the issues we address. We especially encourage Black, Latinx, Indigenous, and people of color; people from families that have immigrated to the U.S.; people who have been unhoused or experienced housing instability; women; LGBTQIA+ people; system-impacted people; and people with disabilities to apply for these positions.

We aim for our work to be both effective and sustainable; we balance required travel during some parts of the year and the fast-paced legislative calendar with a commitment to our team's mental and physical health.

HIRING PROCESS

We will accept applications until the position is filled. The interview process will include one screening call followed by up to three interviews and a written/presentation activity.

To apply, please visit this link:

<https://housingcalifornia.bamboohr.com/careers/46?source=aWQ9NDQ%3D>