

# NEW YORK HOUSING CONFERENCE

## REQUEST FOR PROPOSALS

Title: **Campaign Consultant**  
Reports To: Executive Director

NYHC, a statewide nonprofit affordable housing policy and advocacy organization, seeks a Campaign Consultant to manage NYHC's Campaign for 2021 Mayoral Investment in Affordable Housing. Applicants can be either a dedicated and self-motivated individual or an experienced consulting firm. Time commitment will be 20-40 hours/week.

Consultant position term would be 12 months with the potential to renew for up to 2 terms (3 years). There will be three distinct phases of the campaign and differing consultant job functions for each. In the first phase, the consultant role will be focused on conducting research, convening stakeholders, fostering a discussion of innovative ideas, drafting a plan and soliciting feedback. The second phase of the work will involve promoting the plan. This will be achieved by gaining endorsements from organizations and thought leaders, press and meetings with candidates. The final and third phase will involve plan implementation and meeting with key administration staff to adopt recommendations. Responsibilities include:

### Project Management

- Plan and manage a coalition of stakeholders, organized into working groups, to reach agreement on a policy platform for NYC's next affordable housing plan
- Produce report (hard copy and web version)

### Communications and Public Relations

- Manage, convene and facilitate stakeholder working groups and community forums
- Effectively communicate and solicit feedback on affordable housing policy concepts and innovative ideas to various stakeholders
- Promote campaign materials, meetings and activities in the press, on social media and website
- Obtain new and cross-sector organizational endorsements for the campaign
- Produce infographics on complicated policy concepts

### Qualifications

- Excellent written and verbal communication skills
- Demonstrated experience in affordable housing, community development, public policy, social justice, urban planning or similar issues
- Strong attention to detail and demonstrated ability to independently move projects forward
- Analytical with demonstrated ability to translate or communicate complicated policy issues
- Conscientious and active listener with the ability to solicit productive feedback from audience
- Able to handle multiple assignments and meet deadlines
- Bachelor's degree required, master's degree preferred

Submit proposal along with cover letter and resume to [reynold.martin@thenyh.org](mailto:reynold.martin@thenyh.org) by September 6<sup>th</sup>, 2019. Please include budget (hourly rate and monthly costs), timeline and experience. Describe how you would

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approach the project and the skills you bring to make this a successful campaign. Only candidates selected for an interview will be contacted. Thank you for your interest!

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