



Town of Hilton Head Island

Workforce Housing Program Manager Position Profile

Workforce Housing Program Manager



Workforce Housing Program Manager

The Town of Hilton Head Island is seeking a Workforce Housing Program Manager to direct, manage, oversee, and review workforce housing activities affecting current and long-range housing affordability issues, policies, programs, and projects that supports the Town's ability to meet its workforce housing goals.

This position reports to the Assistant Community Development Director and directs the daily operations of the Town's Workforce Housing activities, programs and projects as outlined and defined in the Town's Workforce Housing Framework and Strategic and Comprehensive Plans. This position is responsible for the coordination, development and implementation of workforce housing strategies, related housing policies, programs, funding research and recommendations and partnership development to strengthen workforce housing opportunities in the Town of Hilton Head Island. This position plays a lead role in managing and implementing workforce housing projects and programs to include working with other Town departments, developers, lenders, public agencies, and outside organizations to achieve the Town's workforce housing objectives.

About Hilton Head Island, SC

Located on the beautiful southern coast of South Carolina, Hilton Head Island is widely recognized as a wonderful place to live, a beloved vacation destination, and a champion of responsible development that values and respects the natural environment. The residents who call Hilton Head home embody the welcoming, relaxed vibe that is characteristic of the Lowcountry lifestyle. While the Town itself was incorporated only in 1983, the Island's rich history spans thousands of years, influencing the dynamic culture experienced on the Island today. Examples of this are seen in the thriving Gullah Geechee community and the historic shell rings that dot the landscape. The Gullah Geechee culture remains vibrant as the distinct language and traditions continue to be passed down from generation to generation.

Hilton Head Island may be best known for its appreciation for the natural environment and its eco-friendly development. On the Island, nature is preserved and valued. Residents and visitors alike enjoy the mild climate and take advantage of access to public parks, the beachfront, golf courses, tennis courts, and bike paths in the area. Hilton Head also boasts a quality school system and best in class healthcare facilities, making the area an excellent choice for families looking for a vibrant community with unmatched amenities.

Town Mission

Our Mission is to promote the health and vitality of the community we serve through ethical and inclusive programs, policies, and actions.

Population: 39,907 (2020)

Staff and Resources

Total Budget: \$120M

Staff: 273 full time equivalents

Leadership and Governance

The Town of Hilton Head is governed by a Council-Manager form of government, with a Mayor elected at large and six council members representing each of the 6 wards of the Town. The Town Manager is appointed to serve as the executive leader and directs the day-to-day activities of staff.

Executive Staff Leadership

Marc Orlando, Town Manager

Josh Gruber, Deputy Town Manager

Angie Stone, Assistant Town Manager

Shawn Colin, Assistant Town Manager-Community Development

Ben Brown, Senior Advisor to the Town Manager

Mayor and Council

Alan Perry, Mayor; Alex Brown, Ward 1;

Patsy Brison, Ward 2; David Ames,

Mayor Pro-Tem, Ward 3; Tamara Becker,

Ward 4; Steve Alfred, Ward 5; Glenn

Stanford, Ward 6



The Town's Commitment

Commitment to Workforce Housing for All Hilton Head Island Residents:

As a rapidly changing and growing community with a commitment to a sustainable and economically prosperous community for all residents, the Town of Hilton Head Island is committed to addressing workforce housing for existing Island families as well as supporting the housing needs of future residents. In 2019, the Town completed a Workforce Housing Strategic Plan, which outlined the number of housing units needed to meet the existing workforce housing needs as well as the projected demand based on anticipated population growth. The Plan outlined key objectives and recommendations for the Town to consider addressing this growing demand. In 2022, with the continued post pandemic trend of rapid in-migration into the region, adding pressure to the already stretched workforce housing market, the Town furthered its commitment to workforce housing by adopting the 2022 Workforce Housing Framework. This Framework is meant to complement existing plans by laying out critical first steps and strategies to address the growing demand for affordable housing. The overarching goal of the Workforce Housing Framework is to provide the Town and municipal leaders with specific strategies and defined actionable tactics that address both the need for housing preservation and new production. The Workforce Housing Framework will serve as the foundational document pulling from the 2019 Strategic Workforce Housing Plan and the Town's 2020 Our Plan to uplift specific strategies that can be prioritized and implemented over the next 24 months as well as establishing an ongoing, long-term workforce housing program. The Framework is focused on four core Pillars: Community, Planning, Management, and Revenue, with the goal to outline key actions within each pillar to address the growing workforce housing needs within the community. As part of the adoption and implementation of the Town's Workforce housing objectives outlined in these plans, the Town is seeking a Workforce Housing Program Manager.

Workforce Housing Program Manager Essential Job Functions:

Program Development and Leadership:

- Plans, manages, and oversees the daily functions, operations, and activities of the Town's workforce housing programs (including affordable housing, workforce housing, market-rate housing, housing assistance programs, etc.) within the Community Development Department, including monitoring of existing projects, initiatives, and related programs (both rental and ownership), affordable housing development and finance (new construction and acquisition/rehabilitation) and asset management of any of the Town's existing projects and/or developments
- Participates in the development, administration, implementation, and oversight of all workforce housing programs, projects, goals, objectives, policies, and priorities; recommends within program policy, appropriate services, staffing and resource levels; recommends policies and procedures aligned with workforce housing goals including budgets and ensuring compliance with budgeted funding sources

Partnership Development and Management:

- Identifies and develops opportunities for new development and preservation of existing affordable housing by working with external development partners
- Serves as a liaison for activities with federal, state, and local agencies as it relates to the Town's workforce housing activities, including coordination between community development, planning and development services; supports and develops external partnerships between the Town and nonprofit and for-profit developers, service providers and community stakeholders
- Leads and manages a citizen's advisory council and/or coalition as outlined in the Workforce Housing Framework
- Develops programs to inform the public about housing initiatives, goals, and objectives; assists developers, citizens, non-profits, advisory bodies, staff, and others seeking to participate in the Town's workforce housing programs, projects and/or funding vehicles for community-wide housing efforts



Qualifications & Experience

The Town of Hilton Head Island Workforce Housing Program Manager:

The ideal candidate will be a collaborative leader with a robust background in public and private sector workforce housing programs, projects and innovations that will help to support the development and implementation of the Town's Workforce Housing Framework and Strategic Plan objectives.

A successful candidate will possess extensive knowledge in the principles, practices, and strategies in the field of workforce and affordable housing having experience in both the development and financial aspects of these types of projects. An ideal candidate should have a deep understanding and knowledge of national, state, regional and local housing programs and financial resources that might benefit the Town's ability to achieve its overall housing goals. Knowledge of workforce and affordable housing financing tools and strategies to include but not limited to government sources, tax credits and investment strategies will be essential. The Workforce Housing Program Manager should possess knowledge of effective and innovative land use planning and community development tactics that supports the preservation and/or production of workforce housing.

A successful candidate will have the ability to work with other Town and community leaders, including but not limited to senior management, elected officials, diverse stakeholders, funders, and nonprofit and for-profit developers. The Workforce Housing Program Manager must have strong communication skills and possess the ability to effectively conduct meetings and make presentations to various groups on behalf of the Town including the ability to organize and coordinate an effective marketing strategy for workforce housing programs and projects.

The ideal candidate must have the ability to plan and manage multiple, diverse, and complex projects; prepare clear and concise reports, correspondence, policies, procedures, and other written materials; as well as research, analyze, interpret, summarize, and present technical information and data in an effective manner.

Education and Experience:

- Bachelor's degree from an accredited college or university with major coursework in community development, planning, public administration, or a related field; and six (6) years of related experience in management or administration of development, housing development, real estate development, housing finance, or economic development programs; or an equivalent combination of education and experience.
- A Master's degree or advanced certification is preferred

Special Qualifications:

Valid Driver's License

Compensation and Benefits:

- The Town of Hilton Head offers a competitive salary and benefits package for qualified candidates.
- The target range for a candidate that meets all qualifications and experience is \$90 - \$120K.
- The Town offers a comprehensive benefit package that includes health, dental, vision, life insurance, short and long-term disability, vacation, and sick leave, paid holidays, tuition reimbursement, a healthcare reimbursement arrangement, and a generous matching 401(k) plan. Relocation assistance is available for candidates relocating to the area.

To Apply: Interested applicants are asked to submit a cover letter and resume through the Town's website at www.hiltonheadislandsc.gov/jobs