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**Manufactured Home Park (MHP) Marketing & Acquisitions Specialist: Co-op Conversions**

Location: Davis, CA

California Center for Cooperative Development (CCCD) is accepting applications for a full time *Manufactured Home Park (MHP) Marketing & Acquisitions Specialist* position in Davis, CA. Application submissions are welcomed immediately.

CCCD ([www.cccd.coop](http://www.cccd.coop)) is a charitable non-profit that promotes the development of cooperative businesses through education, development and technical assistance. As a new ROC USA ([www.rocusa.org](http://www.rocusa.org)) affiliate, CCCD is the designated California entity charged with assisting in resident purchase and cooperative ownership of manufactured home parks in the state.

**Job Description**: *Manufactured Home Park (MHP) Marketing & Acquisitions Specialist* contributes a vital role in CCCD’s team working to preserve affordable housing by enabling residents to purchase the mobile home parks they rent from. Because most “mobile” homes are not moveable, they are now referred to as manufactured homes. Cooperative ownership solves the vulnerable position of residents who own their manufactured home, but rent the land underneath it. Using financing and proven conversion systems provided through ROC USA, residents are able to cooperatively own and govern their community.

The MHP Marketing & Acquisitions Specialist identifies potential manufactured home community acquisition projects and oversees their purchase by residents. The purchase is facilitated through a Limited Equity Housing Cooperative entity. Residents individually own their manufactured home, and cooperatively own and democratically control the park. CCCD is a new ROC affiliate so this position offers the opportunity to work with our team to launch a new CCCD program. The ideal candidate will have the experience and skills necessary to expand the pipeline of parks for purchase by networking and reaching out to park owners.

The MHP Marketing & Acquisitions Specialist reports to CCCD’s Executive Director and works closely with our dedicated team of Cooperative Development Specialists who provide direct technical assistance to MHP cooperatives. CCCD’s affiliation with ROC USA brings important capital and training tools to the program. As a ROC Affiliate, CCCD is part of a closely networked team of affiliates supporting resident ownership across the nation, and this position receives additional technical support in transactions, marketing, and acquisitions from the national ROC USA program.

The principle task of the Marketing & Acquisitions Specialist is the preservation of manufactured home communities through resident owned conversions. This person may also be involved in infrastructure project management, advocacy, and other aspects of technical assistance to MHP cooperatives.

# Responsibilities

* Conduct market research and, in partnership with the MHP team, develop an implementation plan.
* Actively seek out opportunities for resident purchases through parks that are for sale, and to parks that may potentially sell. Generate and maintain an active pipeline.
* Engage sellers and residents in consideration and negotiations of a resident purchase.
* Work with sellers, residents, and funders to assess the feasibility of acquisition and operation.
* Conduct purchase due diligence.
* Facilitate the real estate transaction and coordinate with CCD’s ROC CA team in the formation of the

cooperative corporation.

* Represent CCCD and the ROC CA program in external activities; conferences, discussions, trainings, and other activities as appropriate.
* Support fundraising, communications, partnerships, and policy efforts as needed.

# Duties

* Pipeline development and reporting
* Marketing program to sellers, brokers, and other industry organizations
* Networking at industry events
* ROC USA model contract compliance
* Regular correspondence with ROC Capital
* Feasibility analysis
* Advocacy
* Purchase and sale negotiations
* Purchase oversight
* Document, deadline, and vendor management as they related to the real estate transaction
* Secure low-interest participation capital
* Participate in team grant research, writing,

and relationship building

**Qualifications & Expectations:**

1. Experience in marketing, sales and cultivating business relationships, preferably in real estate, housing, business start-up and development, cooperative business structure, manufactured housing, manufactured home communities, or related industries.
2. Comfortable and competent with numbers/financial analysis. Affordable housing development/transaction expertise preferred, including financing structures & contract negotiation.
3. Entrepreneurial and organized, detail-oriented; able to plan and anticipate challenges & meet deadlines.
4. Goal oriented, committed to high volume, and able to manage diverse projects at the same time.
5. Understanding of and commitment to cooperative values
6. Effective communicator with an ability to connect with diverse groups; strong writing skills
7. Excited by learning new skills and approaches with a proven ability to learn quickly, process a lot of information, and apply it on the job.
8. Ability to, and comfort with travel, working remotely/independently, and using cloud-based management and database apps (MS Office, Box, Salesforce, Slack, and related Apps).
9. Personable and able to manage social behavior for different groups; empathetic to the social needs of others; optimistic, and tolerant.
10. Skilled at working collaboratively, sharing progress & problem solving.
11. Bachelor's or advanced degree in Community Development, Economics, Business, Sociology, or related field, and/or equivalent experience in Real Estate, housing, marketing & sales, management & negotiations.
12. Valid driver’s license and access to a car and/or qualified to rent a vehicle through a commercial agency

# Inclusion: We promote economic justice and actively fight against racism, classism, gender inequality and all efforts to marginalize anyone by approaching our work through a lens of inclusion and equality.

**Hours**: Full Time. Variable schedule; must be able to work some evenings and weekends.

**Languages**: Bilingual in Spanish and English preferred.

**Compensation**: $4,200 to $6,000/month salary, based on education and experience. Position includes paid holidays, sick and vacation, as well as health plan or allowance.

**Application Process**: Applications accepted immediately, deadline: 11/15/20 (may be extended; position open until filled). Applicants must submit a completed CCCD application, their full resume, and a brief cover letter by email to CCCD at coops@cccd.coop (subject line: “MHP Marketing & Acquisitions Application”). REMINDER: Save the fillable application on your computer before you attach it to your email. Incomplete applications will not be reviewed.

**INQUIRIES BY EMAIL ONLY**

*The California Center for Cooperative Development is an equal opportunity employer*