



City of College Park, Maryland

Department: «DEPT»

HOUSING PROGRAM MANAGER

Effective Date: July 1, 2026

FLSA Status: Exempt

Grade: «Grade»

Job Title **HOUSING PROGRAM MANAGER**
Reports To Director of Economic Development
Positions Supervised

Education and Experience – An equivalent combination of education, training, and experience will be considered.

Education Bachelor's Degree in a related field

Experience 2 years of supervisory experience and 4-5 years of previous relevant work experience is required.

Certifications Driver's License

Licensing

HOUSING PROGRAM MANAGER's role within the big picture of the City's overall success.

As a transformational visionary leader manages and supports the development and implementation of the City's housing vision for market rate and affordable housing; develops strategic initiatives and policies; coordinates activities with other City departments, officials, outside agencies, and the public.

HOUSING PROGRAM MANAGER functions include but are not limited to the following:

- **Strategic Development and Leadership:**
 - Lead in setting the vision, priorities, and performance expectations for the city's affordable housing and homeownership program.
 - Recommend policies and procedures that will form the basis of the city's affordable housing and homeownership programs.
 - Develop a City-wide affordable housing strategy based on best practices and local, regional, state, and federal programs.
 - Translate policy direction into actionable programs and measurable outcomes.
 - Stay abreast of new trends and innovations in the field of housing.
- **Housing Program Administration:**
 - Administers, coordinates, and implements the City's Housing Program, ensuring compliance with all applicable local, state, and federal laws, regulations, and funding requirements.
 - Evaluates housing programs, policies, ordinances, and legislative developments at the federal, state, regional, and local levels; develops recommendations and drafts policy amendments to improve housing affordability, accessibility, equity, and program effectiveness.
 - Evaluate housing program performance, monitor performance metrics, and use data to inform decisions and improve outcomes.
 - Administers the funding provided by the City Council and outside agencies to implement the vision of the housing program under the direction of the City Manager.
 - Maintains expertise in housing regulations to support program administration and policy development.

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- Conducts research and analysis of housing needs and equity issues affecting special populations and historically underserved communities, including the Lakeland Legacy community, and develops recommendations to support equitable housing outcomes.
- **Collaboration Outreach Stakeholder Engagement:**
 - Make presentations to elected officials, City committees, and community groups; attend and participate in professional group meetings.
 - Serves as the City's liaison to housing stakeholders and strategic partners to develop and strengthen relationships and partnerships to further the housing program priorities and vision, including College Park-City University Partnership (CP-CUP), the Prince George's County Housing Authority, the Maryland Department of Housing and Community Development (DHCD), the College Park Housing Authority, realtors, lenders, housing developers, community organizations, advocates, and other public and private entities to advance the City's housing goals and initiatives.
 - Works collaboratively to identify, pursue, secure, and administer housing-related grants and funding opportunities, including those available through Freddie Mac, Fannie Mae, governmental agencies, and other housing finance and philanthropic organizations.
 - Develops and maintains community partnerships; conducts outreach, education, and advocacy efforts to promote affordable housing programs, homeownership opportunities, housing resources, and equitable participation among residents, businesses, and community stakeholders.
 - Develops, coordinates, organizes, and implements educational training and outreach events.
 - Coordinates program responsibilities with internal and external partners; assists with design and distribution of website, social media, and marketing materials.
- **Consultation and Reporting:**
 - Conducts ongoing research and analysis of demographic, economic, housing market, and program data, including assessments of special populations and underserved communities, to identify housing needs, trends, challenges, and opportunities; develops recommendations for City leadership and Council.
 - Prepares and presents the annual State of Housing Report, evaluating housing market conditions, affordability trends, housing equity issues, program outcomes, and emerging issues affecting City residents.
 - Advises the Director, City leadership, and stakeholders on housing, housing policy, grants, funding opportunities, and strategic initiatives.
 - Drafts housing policies, ordinances, legislative materials, policy papers, reports, presentations, and related documents; provides professional analysis and recommendations to support Council decision-making and policy development.

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- **Customer Service:**

- Utilizing the principles and techniques of customer service in responding to inquiries, complaints, and requests, including setting and meeting quality standards for service and evaluating customer satisfaction.

- **Additional Duties:**

- Assists the Director in the planning, administration, budgeting, implementation, evaluation, and continuous improvement of the City's housing programs and initiatives; represents and supports the Director during meetings, presentations, community engagements, and other official functions as assigned.
- Conducts operational reviews and analyzes departmental work methods, policies, and procedures to improve program effectiveness, efficiency, and service delivery.
- Attends professional development activities, training programs, conferences, seminars, and industry meetings to remain current on affordable housing trends, regulations, best practices, and funding opportunities.
- Performs other related duties and special projects as assigned.

Success Framework. The following list of knowledge, skills, and abilities has been identified by our team as building blocks towards efficiency and effectiveness in this role.

- Leadership experience in housing, planning, or a related field.
- In-depth understanding of affordable housing and homeownership programs, strategies, and best practices to guide decision-making and program development.
- Experience developing and managing complex or cross-functional programs or projects, including coordination of resources, stakeholders, timelines, strategic plans, and budgets.
- Knowledge of local, state, and federal regulations, land use policies, and permitting processes to assist City residents, including homeowners and renters.
- Understanding of tools, incentives, and funding mechanisms available for market-rate and affordable housing, including tax credits, grants, and public-private partnerships.
- Knowledge of effective community engagement practices to collaborate with residents and stakeholders.
- Proficiency in analyzing economic and demographic data to identify market conditions and trends to inform decision-making.
- Strong communicator able to work effectively with diverse stakeholders.
- Proficient in public speaking and presentation skills.
- Solutions-oriented with sound judgment and political awareness.
- Strong interpersonal and relationship-building skills.
- Flexible and adaptable.



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Equipment and Tools commonly associated with the performance of the functions of this job.

- Computers, Laptops, Smart Devices, Microsoft Office Suite, Data Software, Mapping Tools, Various internet-based software programs, Printer/ Copiers, Shredder, Postal machine.

Work Environment or atmospheric conditions are commonly associated with the performance of the functions of this job.

- May occasionally be exposed to uncomfortable temperatures, humidity, noise, chemicals/gases, contagious diseases, airborne particles/pathogens, and/or physical trauma.

Physical Abilities. The physical demands described below are representative of those required of an employee to successfully perform the essential functions of this job.

- Work requires the ability to sit, stand, walk for extended periods of time.
- Work requires the ability to complete repetitive wrist, hand, and/or fine motor movement.
- Work requires the ability to grasp, pull, push, and reach.
- Work requires the ability to talk, hear, listen, and comprehend.
- Work requires the ability to drive and/or operate mechanical equipment.
- Work requires visual acuity of 20 feet or more, visual acuity of 20 inches or less, three dimensional vision, precise hand/eye coordination, the ability to identify and distinguish colors
- Must be able to lift up to 20 pounds.

The City of College Park, MD, offers reasonable accommodation in the hiring and employment process for individuals with disabilities. If you need assistance to accommodate a disability, you may request accommodation at any time.

This job description does not state or imply that these are the only duties to be performed by the employee occupying this position. Certain job functions described herein may be subject to modification in accordance with applicable state and federal laws, and employees may be required to comply with the changes.