

VERMONT HOUSING FINANCE AGENCY
POSITION DESCRIPTION

JOB TITLE: Business Development Coordinator – Homeownership

Reports To: Manager of Business Development – Homeownership
Job Grade: 23

Date Created: 9/26/17
Last Revised: 9/26/17
Last Modified: 10/1/17

SUMMARY OF POSITION:

Responsible for providing support and taking initiative to manage Vermont Housing Finance Agency mortgage program participating lender relationships. Execute on marketing strategies and proactively monitor and manage advertising and marketing results. Respond to lender, consumer and general inquiries received by the Homeownership Department. Manage internal policy, procedure and guide updates. Provide support to the Homeownership production area as needed, and attend and participate in presentations at seminars and events to promote VHFA homeownership programs.

SPECIFIC RESPONSIBILITIES:

1. Work with internal and external business partners to develop and publish VHFA mortgage program advertising material; incorporate direction and obtain approval from the Manager of Business Development on final content prior to publication.
2. Revise and publish internal and external content such as marketing and advertising material, policies, procedures, program guides, job aids and training material. With direction from the Manager of Business Development and the Director of Homeownership, establish and reinforce governance and approval protocols for revision or development of content prior to publication.
3. Manage and track marketing and advertising budget.
4. Work with internal and external business partners to obtain reporting to measure return on investment for marketing and advertising expenditure, look for ways to improve that reporting and make recommendations on the success of marketing and advertising campaigns to the Manager of Business Development based on report results.
5. Routinely manage VHFA participating lender contact information to ensure VHFA site and marketing collateral are accurate and that internal notifications are distributed to correct participating lender partners.
6. Support the Manager of Business Development in managing lender engagement which includes assisting in coordination and scheduling of lender visits, processing paperwork for participating lender enrollment in VHFA programs and developing a contact network with participating lenders.
7. Provide production level support as needed including responding to lender, consumer and general requests including program inquiries and loan level questions. Identify when escalation is needed to the Manager of Business Development.
8. Assist in planning, preparation and attend (as needed) conferences and events to promote VHFA programs.
9. Support internal production and pipeline management functions on an as needed basis.
10. Other duties as assigned.

SUPERVISES: N/A

EDUCATION/EXPERIENCE REQUIREMENTS:

- Bachelor's Degree or equivalent work experience.

JOB KNOWLEDGE AND EXPERIENCE:

- Minimum of one year of experience developing both creative and instructive content.
- Previous experience providing operational and development support within a professional environment with access to proprietary information.
- Experience and comfort with public speaking and presentation.
- Print and digital graphic design experience required.
- Familiarity with mortgage lending process a plus but not required.

GENERAL JOB QUALIFICATIONS:

- Must be able to manage multiple priorities within designated timelines.
- Proficiency with Microsoft Office products (Outlook, Excel, Word, PowerPoint and SharePoint) and Adobe InDesign.
- Excellent written and verbal communication skills.
- Exceptional customer service and people skills.
- Ability to work independently with limited direction and collaboratively in a team environment.
- Valid Driver's License and a personal automobile which is reliable and consistently available for travel. Must be willing to travel throughout Vermont, and to conference and training events as opportunities present themselves. Mileage will be reimbursed according to the current IRS guidelines.

ACKNOWLEDGMENT

I have read the above job description. I understand the duties and responsibilities of the position.

Print or type your name: _____

Sign your name: _____

Date: _____