



**GROUND  
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SOLUTIONS  
NETWORK**

strong communities  
from the ground up

**Posting Title: Director of Product Management (Salesforce App)**

<b>Title:</b> Director of Product Management, HomeKeeper	<b>Reports to:</b> Chief Operating Officer
<b>Team:</b> HomeKeeper	<b>Status:</b> Exempt

**About Us**

[Grounded Solutions Network](#) is a national nonprofit dedicated to shaping communities to be equitable, inclusive and filled with opportunity for all. Where we live matters. It determines what opportunities we have and how our kids grow up. Everyone should be able to live in a place that offers opportunity: access to jobs, parks, public transit, quality schools and stable homes. Strong and inclusive communities provide the foundation that people and families need to thrive, both in the present and for future generations.

As a national membership organization, we support nonprofit and government practitioners, community resident leaders, advocates, elected officials, and other housing professionals with the tools and knowledge they need for success. We promote the creation and preservation of quality housing that remains affordable for generations. Our work specifically targets creating and expanding housing with lasting affordability, using a racial equity lens.

[HomeKeeper](#) is an ambitious sector-wide technology-based initiative designed to cultivate a more efficient, effective and data-driven affordable housing sector. HomeKeeper is a well-established but growing Salesforce managed package “app” developed and maintained by Grounded Solutions Network to support the program management and impact measurement of over 115 homeownership and housing counseling programs across the country.

A subset of impact data from HomeKeeper members is aggregated in the [HomeKeeper National Data Hub](#), and shared with the programs and the public through online social impact dashboards. As a former two-time Salesforce.Org Force for Change grantee, we are one of the few national non-profits that have successfully developed and scaled a Salesforce program management app. We are an industry leader when it comes to helping community-based organizations leverage Salesforce to scale program management and measure impact at the local and national level.

**About the Position**

We are looking for a Director of Product Management who will lead all aspects of our HomeKeeper program and product. This is an exciting opportunity for an experienced program

director to apply technical, business, and communications skills to advance racial equity and strengthen housing programs in diverse communities around the country. We work with developers and other national partners to grow and support our user base of affordable homeownership organizations and housing counseling agencies, including community land trusts, Habitat for Humanity affiliates, and other community-based housing organizations.

The Director is responsible for setting the overall direction for long term growth and sustainability of the HomeKeeper program, including managing the technology ecosystem that supports the program and overseeing the planning and implementation of program activities. They develop new partnerships and products to support the strategy and oversee a team of three staff and consultants to ensure program goals are achieved and within budget. In addition, they coordinate with Grounded Solutions' Research Manager to ensure strategic insights, learnings, and data-driven stories are shared with the sector.

The Director serves on the Senior Leadership Team and contributes to a positive organizational culture. They actively participate in or lead team and employee meetings, retreats, or initiatives, help create opportunities to improve efficiencies, and encourage creativity, innovation, collaboration, and problem solving throughout the organization.

### **Key Tasks and Responsibilities:**

#### **1. Program and Strategy Development (30%)**

- Manage overall direction and organization of the HomeKeeper program; coordinate with other teams and organization leadership to ensure program goals and activities are aligned.
- Seek out new opportunities and innovative strategies to support long-term sustainability based on understanding of sector trends.
- Contribute to HomeKeeper related grant writing and business development activities.
- Lead efforts to ensure that aggregated data from the HomeKeeper National Data Hub is leveraged to enhance sector and individual program learning.
- Pursue opportunities to demonstrate peer sharing and thought leadership in the areas of shared impact measurement, data visualization, Salesforce innovation, and affordable housing technology.

#### **2. Partnership Development (20%)**

- Strengthen existing national partnerships to leverage outreach efforts and coordinate programming.
- Seek out new joint programming opportunities and opportunities to expand user base.
- Cultivate an expanding network of technology consultants and alliance partners to support the HomeKeeper program.

#### **3. Product Development (20%)**

- Oversee the product development pipeline.
- Oversee product development and new development projects.
- Manage the HomeKeeper National Data Hub, which aggregates data from HomeKeeper users.
- Develop and improve data-driven storytelling resources for the sector.

#### 4. **Team Management and Administration (30%)**

- Supervise HomeKeeper Team members and manage work plans, providing guidance and oversight for HomeKeeper user outreach, onboarding, and support.
- Select, contract with, and manage vendors and consultants and evaluate the overall effectiveness of staffing, consultants, technology systems and program activities.
- Approve program expenses, track program income and aging, and ensure program contract and consultant agreements protect the organization's intellectual property and support the overall intent of the program.

### **Qualifications for Entry into this Position**

#### **Knowledge, skills and abilities**

- At least 6 years of experience managing mission-driven technology teams and projects.
- Strong program management skills related to supporting a range of activities from product strategy and marketing through development, on-boarding, and support.
- Experience with the Salesforce platform and ideally, familiarity with data visualization or sector-wide measurement and learning activities.
- Experience or familiarity with other technology we use, including: Tableau, WordPress, Asana, FormAssembly.
- Self-directed and optimistic problem solver.
- Strong ability to seek out and further strategic relationships and pursue business development opportunities.
- A strong interest in and/or direct experience with affordable homeownership programs.
- Facility for quickly learning and applying new technologies.
- Ability to analyze and interpret data and craft data-driven stories.
- Ability to work and communicate with diverse communities.

#### **Travel required:**

Approximately 4-8 trips per year (post-COVID) of domestic out-of-state, as needed to attend conferences, regional convenings, and company meetings.

#### **Location**

Flexible location. Grounded Solutions Network has two primary office locations in Oakland, CA and Washington, DC, with additional staff working from home throughout the contiguous 48 states. All staff are working remotely until further notice, so we are looking for someone who will be personally and professionally satisfied working from a remote office. Candidates must

have direct local access to a major airport. All staff are expected to demonstrate the ability to work remotely while maintaining high levels of efficiency and productivity and communicating effectively with their direct supervisor and colleagues.

### **Starting Salary Range**

\$110 to \$135K annually, commensurate with experience.

### **Join our team and build your career with us!**

We offer:

- Supportive, stimulating and collaborative environment with passionate colleagues dedicated to building community and equity.
- Opportunities for professional growth and development.
- Competitive, comprehensive benefits package including health, dental, matching 401k and paid time off.

### **Work Environment/Physical Demands**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. All employees are responsible for a clean and safe work area. While performing the duties of this job, the employee is regularly required to sit. The noise level in the work environment is usually quiet.

### **How to Apply**

Please submit the following items as one document, if possible (PDF or Word):

1. A cover letter with salary requirements and where you heard about the position
2. Resume
3. Short answers to the following (no more than 2 pages in total):
  - Describe a time when you led a team through a decision making process.
  - Describe a strategic partnership or relationship you have developed to advance program or product goals.
  - Describe your experience managing or developing a Salesforce solution to solve a problem.

Please submit to: <https://bit.ly/2KDJO4>

We will begin reviewing applications January 15<sup>th</sup>. Position will be open until filled.

*Grounded Solutions Network is committed to building a staff team that is as racially and culturally diverse as the communities that we serve. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*