

**CLASS SPECIFICATION**  
**Housing Policy Manager**

FLSA Status: Exempt  
Union Representation: Nonrepresented/ Incumbents hired after April 15, 2011 are exempt from Civil Service (Ordinance 184638)

**GENERAL PURPOSE**

Under general direction, oversees policy development for the Portland Housing Bureau (PHB) and manages bureau communications, outreach and media relations functions; aligns policy with bureau goals and objectives particularly with regard to housing equity; provides strategic planning and policy analysis; builds support and participation of internal and external stakeholders; works with PHB program staff to incorporate policy; manages policy, planning and communications staff; performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

The Housing Policy and Planning Manager is a single incumbent classification, which provides comprehensive planning, direction, and coordination of all communications, policy development and policy implementation for the Portland Housing Bureau (PHB). The incumbent manages and directs the work of policy, planning and communications staff and ensures that work is performed in conjunction with other City bureaus, jurisdictional partners, non-profit organizations and the public. Incumbents must integrate multiple interests and stakeholders and independently represents PHB Director and Housing Commissioner with community and government organizations, as well as to City Council and the media.

Housing Policy Manager is distinguished from Senior Program Manager in that the incumbent in the former class oversees broad housing policy analysis and development and manages bureau communications and media relations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Plans, organizes, controls, integrates and evaluates the work of assigned staff; develops, implements and monitors work plans to achieve City and/or bureau program goals and performance measures; manages and directs the development, implementation and evaluation of work programs, plans, processes, systems and procedures to achieve City and bureau program goals, objectives and performance measures consistent with the City's quality and citizen service expectations.
2. Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; provides compensation and other rewards to recognize performance; recommends disciplinary action, up to and including termination, to address performance deficiencies in accordance with City Charter, Code, human resources policies and labor contract agreements, subject to director concurrence.

3. Provides leadership and works with program staff to develop and retain a high performance, service-oriented work environment that supports the City's and bureau's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
4. Manages Portland Housing Bureau communications, outreach, and media relations; advises the bureau director on communication and outreach strategies; manages the development of information and outreach materials; develops bureau-wide media relations strategy and policies; supervises public information, involvement and education professionals; along with Public Information Officer, represents the bureau at conferences, professional meetings and public events.
5. Develops, guides, and manages PHB equity policy; works to establish community engagement; develops plans/approaches to build trust and rapport with traditionally underserved communities, especially communities of color; analyzes housing policy to address disparities in access to program services and affordable housing; ensures that future policy and implementation decisions improve housing access and economic opportunities for traditionally underserved communities; works closely with Office of Equity and other bureaus to align PHB policy with Citywide equity initiatives; works with PHB program managers to incorporate equity policies into all programs. Chairs PHB's Equity and Diversity Council.
6. Contributes to the development of PHB goals, objectives and policies; provides high-level policy development for the bureau; acts as advisor to PHB Director and Housing Commissioner; formulates overall policy goals; researches, analyzes and develops policies to meet goals and service objectives; supervises and directs the work of staff who carry out policy analysis.
7. Coordinates policy development with other City bureaus; aligns PHB policy with Citywide goals and initiatives, including those specified in the Portland Plan; recommends City housing policies; assists in the development of long-term housing strategy, considering equity initiatives, future of urban renewal and other issues.
8. Ensures policy alignment and collaboration with closest jurisdictional partners, including Bureau of Planning & Sustainability, Office of Housing Commissioner, Portland Development Commission, Home Forward (formerly known as Housing Authority of Portland), Multnomah County, Oregon Housing and Community Services (OHCS), and US Department of Housing and Urban Development (HUD).
9. Provides oversight and analysis of fair housing trends and issues in the rental and mortgage markets.
10. Serves as an expert PHB policy resource; interprets and clarifies PHB goals, objectives, policies and associated regulations; leads and participates in the analysis and communication of complex policies; engages with various citizen and governmental groups; writes critical policy and compliance documents for public view; provides training and technical assistance to City and other agency staff.
11. Manages policy compliance related to PHB funding and resource allocation, including tax increment funding (TIF) set-aside, federal funding, and City's general fund; monitors conformance with program, City or grantor requirements; oversees preparation of policy documents and reports that guide programmatic investment priorities.
12. Manages resource development and planning; develops long-range resource plan; evaluates, recommends and pursues multiple, sustainable avenues of revenue designated to meet local housing needs; develops and leverages relationships with key local and regional investors, foundations and financial institutions; identifies and recommends solutions to resource needs and

requirements; identifies resources to support program objectives; supervises the development of proposal and funding applications; supervises and participates in drafting requests for proposal, including defining scope of work; prepares required ordinances and other related reports; administers contracts for services and monitors work to ensure contract requirements are met.

13. Oversees PHB's strategic planning process, including managing consultants, organizing staff and external stakeholder involvement, developing implementation plans, reporting out on plan implementation progress, publishing the formal Strategic Plan and developing a communication strategy,
14. Oversees legislative and intergovernmental relations; analyzes complex state and federal legislative trends and issues with potential impact on PHB operations or funding; formulates approaches and courses of action to address issues.
15. Actively participates as a member of PHB's Executive Team to provide overall bureau leadership.

#### **OTHER DUTIES**

1. Provides staffing and support to the Portland Housing Advisory Council (PHAC).
2. Develops and prepares City Council reports and presentations.
3. Attends meetings with City Commissioners as needed.
4. Acts as lead contact for media inquiries

#### **MINIMUM QUALIFICATIONS**

##### **Knowledge of:**

1. Advanced principles, practices and methods of policy development and analysis.
2. Principles, practices and techniques of public information, public relations, public engagement and community outreach, including methods and techniques of issues and image management.
3. Advanced principles, practices, tools and techniques of program planning, analysis and management.
4. Principles and practices of public administration, including purchasing, contracting and maintenance of public records.
5. Principles, practices and methods of budget development and management.
6. Federal, state and local laws, regulations and court decisions applicable to housing.
7. Principles, practices and techniques of group process facilitation and conflict resolution.

8. Principles and practices of sound business communication.
9. Principles and practices of effective management and supervision.
10. City human resources policies and labor contract provisions.

**Ability to:**

1. Analyze difficult and complex policy, program, administrative, operational and organizational objectives and issues, evaluate alternatives and reach sound, logical, fact-based conclusions and recommendations.
2. Coordinate policy development activities with multiple stakeholders and facilitate development of consensus among diverse groups and individuals.
3. Apply sound, creative problem solving techniques to resolve difficult issues.
4. Collect, evaluate and interpret appropriate and applicable data, either in statistical or narrative form.
5. Understand, interpret, explain and apply laws, regulations, ordinances and policies applicable to housing.
6. Understand, interpret and respond to internal and external customer needs and expectations.
7. Prepare clear, concise and comprehensive reports, correspondence and other documents appropriate to the audience.
8. Present conclusions and recommendations clearly, logically and persuasively to both internal and external program/project stakeholders.
9. Negotiate effectively on behalf of the bureau and the City.
10. Exercise expert independent judgment and initiative in the recognition and resolution of complex and difficult problems within established policy guidelines.
11. Exercise tact and diplomacy in dealing with difficult and sensitive people, issues and situations.
12. Establish and maintain effective working relationships with bureau managers and staff, staff of other bureaus, representatives of other agencies, the media, the public and others encountered in the course of work.

**Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in public or business administration or a closely related field; and at least five years of progressively responsible program/policy development, implementation and administration experience; or an equivalent combination of training and experience. Experience in a public agency is preferred.

**Licenses; Certificates; Special Requirements:**

A valid state driver's license may be required for certain work assignments.

## **PHYSICAL AND MENTAL DEMANDS**

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

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### **Class History:**

Adopted: 06-08-2011