

## **HOUSING AUTHORITY OF THE CITY OF MILWAUKEE**

### **EXECUTIVE RECRUITING MARKETING / OUTREACH PLAN**

**INDUSTRY POSTINGS:** Job postings for the Secretary-Executive Director position at HACM will be posted by The Organizational Leadership Edge (TOLE) on the PHADA and NAHRO National / Regional / State affordable housing industry job sites. HACM will post the announcement on the CLPHA job posting site.

**SOCIAL MEDIA SITES:** An abbreviated version of the job posting information will be placed on LinkedIn, Facebook, and Twitter.

**HACM WEBSITE:** The job announcement, position description, and recruitment brochure will be placed on the agency website.

**LOCAL / REGIONAL OUTREACH:** TOLE will encourage community stakeholders, Board members, and staff to provide names of local / regional individuals that might be quality candidates for the position. Candidates may be either staff currently engaged in providing affordable housing / public housing programs and services or leaders that have demonstrated a passion for affordable housing and that have proven leadership skills to be movers and shakers in achieving affordable housing goals.

**EXECUTIVE RECRUITMENT BROCHURE:** HACM and TOLE will collaborate on an Executive Director Recruitment Brochure that will be utilized at industry conventions or special events to promote the position. The Brochure will be available in time for Commissioners Hayslett and Gotzler and TOLE President Quy to share at the NAHRO National Conference in late September. The Brochure will also be available for candidates that are pondering an application for the position.

**OUTREACH TO KNOWN POTENTIAL CANDIDATES:** Once the position announcement is posted TOLE, Board members, staff and stakeholders will be encouraged to reach out to known potential candidates to inform them of this opportunity. The messaging should be clear that this is a courtesy notification that is not implying any special consideration for the position.

**IDEAL CANDIDATE PROFILE FORMULATION:** Once the Ideal Candidate Profile is finalized there may be some additional emphasis areas identified for marketing and outreach.

**MESSAGING ON EQUAL EMPLOYMENT OPPORTUNITY:** All messaging regarding this position should affirm that HACM is an Equal Opportunity Employer that values diversity and equity at all levels of the organization.