



POSITION ANNOUNCEMENT
Genesee County Land Bank Authority
An Equal Opportunity Employer

Position Title: Community Relations Manager
Job Type: Full-Time
Department: Planning and Neighborhood Revitalization
Reports to: Director of Planning and Neighborhood Revitalization and the Associate Director of Planning and Community Programs
Salary Range: \$58,000 - \$63,000
Location: 452 S. Saginaw St. Second Floor, Flint, MI 48502

About the Land Bank:

The Genesee County Land Bank Authority (GCLBA) is driven by its mission, “to restore value to the community by acquiring, developing and selling vacant and abandoned properties in cooperation with stakeholders who value responsible land ownership.” We do this by developing, managing, and implementing redevelopment programs that encourage investment and strengthen the communities we serve. We are seeking a passionate and skilled **Community Relations Manager** to join our team and serve as a bridge between the Land Bank and the community.

Position Overview:

The Community Relations Manager will develop and implement strategies to foster positive relationships, promote transparency, and increase access between the GCLBA programs and the community. This role is instrumental in enhancing the public perception of the Land Bank through communications, outreach, and the management of community programs, such as Clean & Green which engages ~65 community-based groups in vacant property maintenance. The successful candidate will be a proactive and empathetic community advocate, committed to listening to residents’ needs and working to make sure our programs address community concerns.

Key Responsibilities:

Clean & Green Program Management (Under the Direction of the Associate Director of Planning and Community Programs):

- Work in coordination with the Clean & Green Program Manager to oversee communications, participant coordination, and event planning for the Clean & Green program, which engages 65 community-based groups and up to 1,000 volunteers annually in the maintenance of vacant



properties. This will include co-developing and implementing a comprehensive communications plan for the program throughout the year.

- Serve as the primary contact for program participants, ensuring effective communication and problem-solving.
- Maintain transparency and clear lines of communication on important dates, events, and payments.
- Highlight program successes through newsletters, social media, reports and presentations at community meetings.
- Support Clean & Green program implementation as needed.
- Provide technical assistance and guidance to Clean & Green group members as needed and requested.
- Facilitate the involvement of AmeriCorps volunteers to support program implementation
- Facilitate site visits and assist with program evaluation as needed.

Marketing and Communications:

- Collaborate with staff and consultants to co-create and execute a communications strategy.
- Draft social media posts, newsletters, and other communications to promote Land Bank programs.
- Organize presentations and events to inform residents about available properties and resources.

Community Engagement:

- Build and maintain relationships with community leaders, religious organizations, neighborhood groups, and the media.
- Represent the Land Bank at block clubs, neighborhood associations, churches, and other community gatherings.
- Identify opportunities to share Land Bank videos and presentations at community events and meetings.
- Facilitate feedback sessions to gather resident input for grant applications and program development.
- Coordinate and support community events as needed.

Support for Revitalization Efforts:

- Assist with neighborhood planning and revitalization projects, such as cleanups, mural initiatives, and community gardens.
- Promote and expand programs like Adopt-A-Lot, Lease-A-Lot, and Side-Lot to engage residents in maintaining and beautifying vacant land.
- Assist residents in navigating the process of purchasing Land Bank properties.
- Assist in fielding and resolving complaints as needed.

Qualifications:

- Bachelor's degree in communications, public relations, urban planning, or a related field.
- 3+ years of experience in community engagement, public relations, or program management.
- Strong written and verbal communication skills, with the ability to engage diverse audiences.

- Proven ability to build relationships with community leaders and organizations.
- Experience in working with the public to resolve issues and concerns.
- Experience managing events and coordinating volunteer programs is a plus.
- Proficiency in Microsoft Office and familiarity with social media platforms.

Why Join Us?

At the Genesee County Land Bank Authority, you will have the opportunity to make a tangible impact on community revitalization. We offer a collaborative work environment and the chance to work on meaningful projects that transform neighborhoods and improve lives.

Join us in building a better future for Genesee County!

The Genesee County Land Bank is an equal opportunity employer committed to diversity and inclusion in the workplace. We encourage qualified individuals from all backgrounds to apply.

To Apply:

Please send a copy of resume and cover letter along with three professional references to jobs@thelandbank.org.

The Genesee County Land Bank Authority is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy.

**** If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job online as a result of your disability. You can request accommodation by contacting Human Resources at HR@thelandbank.org.*