



# The Campaign for Affordable Housing

## *A Partnership for Public Education*

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PRESS RELEASE  
For Immediate Release

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### **NATIONAL NON-PROFIT SEEKS EXECUTIVE DIRECTOR TO LEAD ORGANIZATION, LAUNCH PUBLIC INFORMATION CRUSADE FOR AFFORDABLE HOUSING**

**San Francisco** - The Campaign for Affordable Housing, a national coalition dedicated to raising public awareness about the nation's critical shortage of affordable housing, is seeking a seasoned executive director to take the Campaign from its initial start-up to a new level of national leadership.

The Campaign for Affordable Housing is a non-profit organization created in 2002 to improve the image of affordable housing. It achieves this mission through advertising and public affairs campaigns that demonstrate the "success story" of community leaders, lenders, and builders creating affordable places to live for America's working families.

"We are seeking an exceptional person to run a new national nonprofit, build powerful coalitions within the housing industry, and launch a vigorous information campaign that will change public attitudes and build a strong political constituency for the creation of affordable housing for all Americans," said TCAH Chairman and former Washington Mortgage CEO Shekar Narasimhan.

The successful candidate for this position must have the following qualifications:

- \* Proven experience building a non-profit organization and managing its daily operations, including hiring professional staff, creating and implementing a business plan, and working with a Board of Directors and Advisory Council;
- \* Fundraising by seeking grants plus individual and corporate donations;
- \* Communication skills to oversee the development and implementation of effective advertising and public relations campaigns.
- \* Knowledge of the housing industry and a passion for affordable housing.

This position is located in San Francisco. However, TCAH will establish a satellite office for the right candidate in Washington, D.C., New York City, or other major city. Salary is in \$100,000 range + benefits.

For more information, contact Elizabeth Melley Genolio at [Liz@TCAH.org](mailto:Liz@TCAH.org).

The Campaign for Affordable Housing is a national nonprofit organization based in San Francisco, CA.