



Resident Acquisition Coordinator

Spanish Speaker

Housing Alexandria (HALX) is a non-profit affordable housing developer and owner. [Click here](#) to learn more about our history, mission, vision, and values.

Purpose of Position

The Resident Acquisition Coordinator team member will drive and sustain occupancy by executing strategic Low-Income Housing Tax Credit (LIHTC) leasing initiatives, including scheduling, applicant screening, marketing, and fostering meaningful resident experiences. The team member will work to increase resident retention by addressing resident concerns, assisting in property inspections, supporting Resident Services programs, and promoting the property. The ideal candidate has strong sales, organization, and critical thinking skills. They are patient, mission-driven, and will work diligently to assist community members in finding a home.

Spanish fluency required. This position reports to the Leasing Lead.

Primary Responsibilities

Resident Acquisition

- Lead efforts to acquire new residents by responding to inquiries and guiding prospects through leasing.
- Collaborate with leadership and the marketing task force to develop and implement a marketing strategy to meet occupancy goals, increase brand visibility, and build community relationships.
- Thorough and patient interest education of LIHTC program, application process, and document collection preparation.
- Screen prospective residents for eligibility and property requirements according to company guidelines.
- Secure all documentation from tenants/candidates as required to complete the rental application to meet compliance standards.
- Support lease preparation, move-in coordination, and new resident orientation.
- Complete the renewal process to retain current residents, ensuring proactive communication, addressing resident concerns, and securing renewal documentation.
- Maintain resident leases and prepare compliance reports, as required.

Community Engagement

- Maintain positive and consistent resident communication by addressing questions, concerns, and creating feedback opportunities.
- Support Resident Services by assisting with community programs and events and fostering a positive living experience.
- Execute community marketing efforts, including online presence, social media management, and updates to the property website.
- Promote community visibility by engaging in local outreach and hosting on-site events to attract prospective residents.
- Maintain partnerships with local organizations, such as courtesy officers, sustainability initiatives, and other community-focused programs.

Ongoing Work

- Maintain accurate and up-to-date resident-related records in Entrata, SharePoint, and compliance-required platforms.



- Maintain professional and technical knowledge by completing required training, obtaining necessary certification, attending subject-relevant educational workshops, and reviewing professional publications.
- Ensure accurate and up-to-date record-keeping for all leasing, marketing, and resident activities.
- Support HALX fundraising and brand-building campaigns.
- Foster Housing Alexandria's mission, culture, values, strategic plan, and commitment to diversity, equity, and inclusion.
- Perform other duties as directed.

Required Skills and Qualifications

- Minimum of two years of experience in LIHTC and affordable housing leasing, marketing, or property operations, with a strong focus on customer service.
- Spanish speaking, writing, and reading fluency required.
- Proficient in affordable housing applications and LIHTC compliance processes.
- Tech-savvy, with the ability to navigate property management software (Entrata), update online platforms effectively, and teach residents how to use it.
- Social media and online marketing experience with the ability to create content and engagement.
- Strong interpersonal and communication skills, with a professional and approachable demeanor.
- Organized and detail-oriented, with the ability to manage multiple tasks and priorities efficiently.
- Commitment to supporting Housing Alexandria's mission, values, and commitment to diversity, equity, and inclusion.

Beneficial Skills and Qualifications

- Experience in research, data analysis, and problem-solving.
- Proficiency in property management software (Entrata).
- Comfortable with various responsibilities, including day-to-day administrative tasks and big-picture strategic projects, which may evolve.
- Experience aiding individuals and groups facing difficulties such as economic disadvantage, unemployment, abuse and neglect, substance abuse, aging, disabilities, prevention, health, cultural competencies, and inadequate housing.

Position Requirements

This is a full-time position is based on-site, with occasional responsibilities requiring flexibility for evening or weekend activities. Saturday rotation is required during the new property lease-up. The team member must have a valid driver's license and reliable transportation, as travel within the City of Alexandria is required.

Is this position right for you?

We strongly encourage people of every race, color, orientation, age, gender, origin, and ability to apply. Candidates with lived experience in the services we provide are highly desired. We value a diverse workplace and prioritize an inclusive climate without discrimination and harassment during the application process and after you join the team.



Research indicates that men tend to apply for jobs when they meet just 60% of the criteria, while women and people from other marginalized groups only apply if they are a 100% match. If you are passionate about Housing Alexandria's mission and think you have what it takes to be successful in this role, even if you don't check all the boxes, please apply. We'd appreciate the opportunity to consider your application.

Salary and Benefits

Commensurate with experience. \$21hr to \$24hr.

Housing Alexandria's benefits package includes 100% employer-paid individual medical, dental, vision, life, and disability insurance. It also includes up to 5% matching 401(k), parental leave, HSA, tuition assistance, paid networking opportunities, a wellness program, robust paid time off, and more.

How to apply

Please submit a resume and cover letter to resumes@housingalexandria.org. **Only resumes that include a cover letter will be considered.** Use of AI in cover letters is discouraged. Professional references are required as part of the interview process.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship.

Housing Alexandria is an Equal Opportunity Employer, a drug-free workplace, and complies with ADA regulations as applicable.