

POSITION DESCRIPTION

Management & Program Analyst – Fair Housing (NMC Initiative)

Organization: Veterans Center

Program: Fair Housing – National Media Campaign (NMC)

Reports To: Program Director – Fair Housing

FLSA Status: Exempt

Pay/Grade Equivalent: \$75,000 – \$90,000 (depending on experience)

1. POSITION SUMMARY

The Management & Program Analyst serves as the principal performance, compliance, and data strategy lead for the National Media Campaign (NMC) under HUD's Fair Housing Initiatives Program (FHIP). The incumbent provides analytical oversight, performance evaluation, data modeling, budget tracking, and operational improvement support to ensure program compliance, impact measurement, and national campaign effectiveness across multi-state service areas.

The position integrates program analytics, federal grant compliance, communications performance metrics, and strategic planning to ensure alignment with HUD fair housing education objectives.

2. MAJOR DUTIES AND RESPONSIBILITIES

2.1. Program Performance & Data Analytics (35%)

- Develops and maintains performance dashboards for NMC outreach activities.
- Tracks and creates KPIs including impressions, engagement rates, workshop attendance, demographic reach, and protected class targeting.
- Conducts geographic disparity analysis to ensure outreach aligns with underserved populations.
- Develops predictive models for outreach targeting in high-risk communities.
- Prepares quarterly and annual performance reports for HUD.

2.2. Federal Grant Compliance & Monitoring (20%)

- Ensures adherence to 2 CFR 200 Uniform Guidance.
- Tracks allowable costs and monitors budget burn rates.
- Supports preparation of Annual Performance Reports (APR).
- Maintains documentation for monitoring reviews and audits.
- Coordinates responses to HUD requests for information.

2.3. Operational Governance & Process Improvement (25%)

- Develops and maintains Standard Operating Procedures (SOPs) for vendor management and media operations.

- Establishes internal control frameworks to ensure compliance with 2 CFR 200.
- Designs vendor performance monitoring systems.
- Develops social media governance protocols aligned with civil rights compliance.
- Conducts workflow analysis to improve operational efficiency.

2.4. National Media Strategy Evaluation (15%)

- Analyzes effectiveness of digital and traditional media campaigns.
- Reviews translation accessibility and ADA compliance metrics.
- Conducts return-on-investment (ROI) analysis for outreach platforms.
- Provides recommendations to optimize campaign impact.

2.5. Operational & Strategic Planning (15%)

- Conducts workflow analyses to improve intake-to-education pipeline.
- Develops SOPs for outreach documentation and reporting.
- Supports partnership mapping across 16 states.
- Provides policy analysis on emerging fair housing trends.

2.6. Cross-Functional Coordination (10%)

- Collaborates with Outreach Coordinator, Communications Team, and Investigative Staff.
- Provides analytical support to Executive Director and Program Director.
- Serves as data liaison during HUD monitoring visits.

2.7. Equity & Impact Measurement (5%)

- Conducts protected class reach analysis.
- Tracks racial, disability, familial status, and linguistic outreach coverage.
- Ensures campaign content aligns with civil rights objectives.

3. KNOWLEDGE REQUIRED

- Knowledge of the Fair Housing Act and protected classes.
- Knowledge of HUD FHIP grant structure.
- Knowledge of federal grant management and reporting.
- Skill in data analytics, dashboard development, and performance measurement.
- Ability to interpret media engagement data.
- Ability to synthesize qualitative and quantitative findings.
- Knowledge of compliance documentation standards.

4. COMPLEXITY

The position requires balancing federal compliance requirements with strategic outreach performance evaluation across multi-jurisdictional service areas. Work involves

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interpreting regulatory guidance, evaluating national media impact, and developing actionable recommendations for program leadership.

5. SCOPE AND EFFECT

Work directly impacts HUD reporting accuracy, funding sustainability, community reach effectiveness, and national fair housing awareness outcomes.

6. SUPERVISORY CONTROLS

The incumbent operates with substantial independence. Assignments are outcome-based. The Program Director provides general objectives; the analyst determines methodology and evaluation framework.

7. MINIMUM QUALIFICATIONS

- Bachelor's degree in Public Administration, Business, Policy, Data Analytics, Communications, or related field.
- 3–5 years experience in program analysis, federal grant management, or policy evaluation.
- Experience with data visualization tools (Power BI, Tableau, or equivalent).
- Knowledge of civil rights or housing programs preferred.

8. PREFERRED QUALIFICATIONS

- Experience with HUD grants.
- Experience analyzing housing discrimination trends.
- Multistate program coordination experience.
- Experience with CRM or case management systems.

9. WORK ENVIRONMENT

- Hybrid/Remote. Travel up to 15% for HUD monitoring or national outreach events.

Emerging Technologies Clause:

- Utilizes AI-assisted data modeling to identify geographic outreach gaps.
- Implements digital equity measurement tools for media penetration analysis.
- Conducts algorithmic bias review of outreach targeting strategies.
- That alone differentiates you nationally.