



Job Announcement (Sept 2021)
Economic Wellness Promoter
Part-time (20hrs/week): \$22.00/hr
Bay Area and Los Angeles, Flexible (remote)

Organizational Summary

The California Reinvestment Coalition builds an inclusive and fair economy that meets the needs of communities of color and low-income communities by ensuring that banks and other corporations invest and conduct business in our communities in a just and equitable manner. We envision a future in which people of color and low-income people live and participate fully and equally in financially healthy and stable communities, and have equal access to resources that build household and community wealth.

Over the past 30 years, CRC has grown to become the largest statewide community reinvestment coalition in the country. CRC members include financial counseling organizations, community-based consumer advocates, multi-service agencies, affordable housing developers, community development financial institutions, tenants' rights organizations, fair housing agencies, housing counseling agencies, small business technical assistance providers, legal services agencies, and other community-based organizations.

Position Summary

CRC's Economic Wellness Promotoras conduct outreach, financial and economic literacy and resiliency education. They disseminate information serving as the bridge between people and financial service providers, social service agencies and relative nonprofits. The Promotoras are change agents within their naturally occurring social networks. CRC's policy and corporate advocacy is informed by the learning from this hands-on engagement in communities.

In the context of COVID-19, CRC adapted this door-to-door and in person model to a highly responsive virtual (phone and internet) based education program leading to protections for families from scams and predatory products and connecting them to relief resources that can provide alternatives to predatory loans. The rapid response promotoras have increased access to capital for the most marginalized communities in this time of crisis and increased need.

CRC will provide training to all promotoras on specific issues and our approach to it. The position will be primarily focused on outreach to LMI families throughout California.

Specific Responsibilities:

- Educate community members on federal, state and local resources available in response to the pandemic, along with connection to organizations to provide assistance and counseling to prevent evictions, foreclosures, and financial distress to mediate the impact and loss of family wealth and assets (home, auto, savings). This happens



California
Reinvestment
Coalition

via phone calls, zoom calls, house meetings and community gatherings. Information is relayed by distributing newsletters, articles, and informative brochures.

- Promote and educate community members on financial and economic topics specific to community needs; including: workshops and perform a wide variety of clerical work to support the program
- Promote access to safe, affordable financial services through branches, online/mobile banking platforms, and/or other resources available in communities.
- Build informed and engaged communities who are effective storytellers in the policy change campaigns. Identify strong speakers and support their development in telling their stories.
- Identify additional methods to reach and engage community members
- Develop and maintain a community and outreach partnership list
- Assist in the outreach efforts with new and existing partners (i.e. non-profits, local government entities)

Position Requirements

- Experience with community education or community outreach
- Comfortable working virtually
- Excellent communication and presentation skills
- Should be comfortable developing relationships and working with key community stakeholders
- Comfortable with virtual tools for engagement
- Strong organizational skills and ability to multitask
- Must have access to internet
- Ability to work evening and weekend hours as needed
- Second language preferred but not required.

To Apply:

Please submit a cover letter and resume to jobs@calreinvest.org with Economic Wellness Promotora in the subject line. The position is available until filled. No calls, please.

The California Reinvestment Coalition (CRC) is the largest statewide community reinvestment coalition in the country, with over 300 member organizations across California that provide services to tens of thousands of Californians. CRC members include affordable housing developers, community development financial institutions, housing counseling agencies, small business technical assistance providers, legal services agencies, and community-based organizations.

CRC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. In addition to federal law requirements, CRC complies with applicable state and local laws governing nondiscrimination in employment.