



Job Title: ABoR Senior Communications Specialist
Department: Marketing & Communications
Reports To: Deputy Director of Communications
FLSA Status: Exempt

Position Summary: Leads the development and execution of Association marketing and communications strategies. Leverages real estate industry knowledge, strong strategic writing skills, and broad communications skills to produce and maintain a consistent flow of data-driven, targeted communications across multiple channels to effectively promote the value of the Association among ABoR members and consumers.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Spearhead the development of marketing and communications tactics, including but not limited to targeted emails, blog posts, agent and broker resources, infographics, surveys, video scripts, presentations, memos, and more.
- Manage ABoR social media channels and communities, including planning, developing, and scheduling posts and campaigns; responding to messages, comments, and reviews; developing and managing promoted content; and maintaining page content and design.
- Demonstrate a keen understanding of real estate trends as they relate to operational needs, marketplace conditions, and the needs and engagement metrics of REALTORS®, brokers, and affiliates, and apply that understanding in the recommendation and development of communications strategies and tactics.
- Curate and coordinate content development for ABoR.com, including leveraging Google Analytics; metadata, tags and categories; and SEO strategies to increase the reach and impact of online content.
- Collaborate with other departments to identify, recommend, and assist in developing needed communications assets for events, programs, and campaigns as needed.
- Proactively measure the performance of communications initiatives against benchmarks and member engagement metrics to recommend data-driven content strategies.
- Develop clear, comprehensive, and well-organized messaging for staff, member volunteers and ambassadors, media, and public inquiries regarding ABoR initiatives, issues, and programs.
- Employ a wide range of communications tools and writing techniques to ensure messages are accurate, consistent, on-brand; follow best practices for various communications channels; and reach target audience(s) with impact.
- Manage fast-paced environment and industry changes with ease and proactively disseminate information to members and colleagues.

- Efficiently manage multiple projects and deadlines while maintaining a positive attitude.
- Additional projects as assigned.

Competencies:

- **Written Communication**--Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Teamwork**—Enjoys collaborating with others; Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Professionalism**--Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality**--Demonstrates accuracy, thoroughness, and attention to detail; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Quantity**--Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly with an ability to multi-task
- **Initiative**--Volunteers readily; Proactively seeks information and solves problems; Self-starter; Able to work on complex projects with general direction and minimal guidance; Asks for and offers help when needed.
- **Flexibility**—Demonstrates versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.
- **Problem Solving** – Develops alternative solutions. Gathers and analyzes information skillfully. Identifies problems in a timely manner. Resolves problems in early stages. Works well in group problem solving situations.
- **Use of Technology** - Adapts to new technologies. Demonstrates required skills. Keeps technical skills up to date. Troubleshoots technological problems. Uses technology to increase productivity.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree in marketing and/or communications plus 5-8 years of experience in a related field required. Direct trade association and/or real estate industry experience strongly preferred.

Language Ability:

Thoughtful and strategic communicator with excellent writing, editing, and proofing skills,

including knowledge of AP style. Read, analyze and interpret business, professional, technical or governmental documents. Write reports, business correspondence and procedure manuals. Effectively present information and respond to questions from managers, customers and the public.

Mathematical Ability:

Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Compute rate, ratio and percent, and draw and interpret bar graphs. Ability to effectively analyze and interpret housing market statistics strongly preferred.

Reasoning Ability:

Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Deal with problems involving several concrete variables in standardized situations.

Computer Skills:

Exhibit proficiency with WordPress, social media platforms (Facebook, Instagram, Twitter, LinkedIn), social media management tools, and basic design software (such as Canva). Proficiency with Microsoft Office Suite (Outlook, Excel, Word and PowerPoint), ability to use internet to research trends and topics, and ability to learn specialized software required.

Certificates and Licenses:

N/A

Supervisory Responsibilities:

None.

Travel: Travel may be required as part of role requirements, such as attending industry conferences.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk; sit and reach with hands and arms.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Employee Signature Date

PRINT: Employee Name

ACKNOWLEDGED: Supervisor/Manager Signature Date