

JOB DESCRIPTION

Member Engagement Coordinator

Basic Functions

Responsible for communicating with members regarding classes, trending industry topics, technology, events, and community projects with a focus on maintaining the association's brand to its diverse population of REALTORS® and Affiliate members, as well as consumers. The tools used include email, video, website, social media, printed materials, and texts.

Principal Accountability

Under the guidance and direction of the CEO and Deputy CEO, the employee is responsible for the following:

- **Graphic Design:** Work with various departments/committees and graphic designer to create flyers, banners, print and web/social media advertisements, brochures, and infographics.
- **Branded Design:**
 - Assist communications department in ensuring consistency of brand standards across all platforms.
 - Assist in the creation and maintenance of a style guide.
 - Maintain/update as necessary design templates for letterheads, business cards, etc.
- **Video Production:**
 - Develop ideas/concepts for video production projects, write scripts, schedule, and tape.
 - Edit videos for placement on website, YouTube, social media, and other communication vehicles.
- **Social Media:**
 - Maintain the association's social media platforms, including but not limited to Facebook (public page and groups), Twitter, YouTube, and LinkedIn.
 - Monitor community usage to ensure congruency with REALTOR® brand and association messaging.
 - Upload information to social media sites, including photos, relevant links, and news to procure engagement.
 - Remain up-to-date on social media advancements and resources of interest to the association's members.
- **Administrative Duties:**
 - Assist in research for communications projects.
 - Assist in special projects, such as special event marketing.
 - Attend various committee meetings.
 - Attend association events.

- Publications:
 - *eBoard Briefs* newsletter, email updates, email drip campaigns.
 - *Annual Resource Guide*.
 - Articles for other publications as necessary.
- Photography: Photograph events and programs for social media, web, and print.
- Writing/Editing: Write, edit, and proofread documents for print and web, including but not limited to press releases, articles, and news stories.
- Other duties as assigned.

Interactions

Within the Tallahassee Board of REALTORS – 1,800 members
 Florida REALTORS®
 National Association of REALTORS®

Level of Authority

There are no supervisory responsibilities. Work independently and assist other staff members when needed.

Knowledge and Education

- Strong customer service orientation.
- Organized and able to meet deadlines.
- Excellent oral and written communication skills.
- Ability to work with a wide range of personalities.
- Ability to execute tasks independently.
- Ability to establish and maintain positive working relationships with employees, leadership, service providers, peers in other organizations, and members.
- Ability to work in a fast-paced, team-based, member service-oriented environment.
- Ability to handle stressful situations under pressure.
- Must be computer literate within a Windows-based environment.
- Must possess a working knowledge of relevant software applications, including:
 - Microsoft Outlook
 - Microsoft Word
 - Microsoft Excel
 - Adobe Acrobat / Distiller
 - Photo editing software
 - Joomla
 - Audio- and video-editing software
- Must possess the ability to grasp and adjust to new ideas, procedures, and situations comfortably and effectively. Must remain flexible throughout.
- Must be creative.

Qualifications

- Experience in marketing, communications, or related field.

Note:

This job description is not intended to be, and should not be construed as, an all-inclusive list of responsibilities, skills, efforts, or working conditions associated with the position. While it is intended to be an accurate reflection of the job requirements, management reserves the right to modify, add, or remove duties, and to assign other duties as necessary.