

## **JOB DESCRIPTION**

### **Governmental Affairs & Public Outreach Coordinator**

#### **Basic Functions:**

The Governmental Affairs & Public Outreach Coordinator is responsible for local governmental affairs activities for the association in support of the real estate industry and public outreach reinforcing the value that TBR members provide. This position includes coordination with both the National Association of REALTORS® and the Florida REALTORS® association.

#### **Principal Accountability:**

Under the guidance and direction of the Chief Executive Officer, the employee is responsible for the following:

1. Functions as the main administrative support for the CEO.
2. Committee Liaison: Staff liaison to the Governmental Affairs and RPAC Fundraising committees. Works with the CEO and chair to set agendas, record minutes, invite guest speakers, and educate the committees. Works with CEO and committees to identify issue priorities, action strategies, and fundraising opportunities. Updates the committee on federal and state collaborative efforts. Works with committee and CEO to develop a plan for reaching RPAC investment goals. Assists with executing the plan and ensures compliance with state and federal law. Works with the CEO and RPAC Committee to identify candidates for support and funding.
3. Advocacy: Based on issue priorities, assists CEO with advocacy efforts on behalf of the association on a local level. Works with lawmakers and regulators to monitor issues and educate them on association positions. Assists Key Contacts in relationship building with elected officials.
4. National/State Connection: Collaborates with NAR on both federal candidates and issues. Collaborates with the state association on both state candidates and issues.
5. REALTOR® Party Efforts: Supports calls for action. Writes grants to utilize REALTOR® Party initiatives. Encourages participation in the Broker Involvement program and uses the Land Use Initiative to review local ordinances.
6. Coalitions: Builds local relationships to assist in furthering issue priorities.

## **Governmental Affairs & Public Outreach Coordinator**

### **Job Description**

#### **Page Two**

7. Education: Writes articles for the newsletter and blog, and uses other communication vehicles to educate the association membership about advocacy efforts and supported candidates.
8. Outreach: Utilizes social media channels for public outreach to support and promote the REALTOR® brand. Works with the Chief Communications Officer (CCO) on strategies for public outreach, working in concert with the association's public relations campaign. Coordinates with the CEO to secure earned media for advocacy-related issues.
9. Works with the CEO on budget for governmental affairs and related activities. Maintains department files and serves as key contact for association staff relating to governmental affairs activities.
10. Core Standards: Assists the CEO to ensure related NAR Core Standards are achieved annually.
11. Work hours as noted in the Policy manual. There will be some evening and weekend activities. Some travel required.

#### **Interactions:**

Within the Tallahassee Board of REALTORS®  
Bruin & Associates, CFO and Bookkeeping Services  
The National Association of REALTORS®  
The Florida REALTORS® Association  
Other local REALTOR® Association staff  
Tallahassee Builders Association  
Tallahassee Area Chamber of Commerce

#### **Knowledge/Education Requirements:**

- 1) Two years' governmental affairs/advocacy experience preferred.
- 2) Able to successfully communicate in public.
- 3) Computer literate within a Windows-based environment, and with MS Word, Excel, and PowerPoint.
- 4) Possess a working knowledge of social networks, including search engine optimization and continually increasing engagement.
- 5) Able to learn names quickly (member recognition).
- 6) Must possess the ability to complete tasks by the deadlines that have been set.
- 7) Adept at handling multiple tasks at one time.
- 8) Capable of working with a team in order to get the big jobs completed.

## **Governmental Affairs & Public Outreach Coordinator**

### **Job Description**

#### **Page Three**

- 9) Must be helpful, cheerful, and possess a knowledgeable attitude when dealing with the membership, legislative officials, and the public; show the ability to direct questions through proper channels; and demonstrate the ability to maintain a comfortable and personable relationship with all types of people. Must possess a great deal of patience and excellent communication skills.
- 10) Must work independently, be able to make sound decisions with little or no assistance from the supervisor, and react well under pressure.
- 11) Must possess the ability to grasp and adjust to new ideas, procedures, and situations comfortably and effectively. Must remain flexible throughout.

#### **Level of Authority:**

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

#### **Environmental Factors/Physical Demands:**

Work is performed in an office environment. While performing the duties of this job, the employee is regularly required to have the ability to maintain active customer and employee communication; access, input and retrieve information from the computer system; enter alpha-numeric data into a computerized system, often while listening on the telephone. May be subject to bending, reaching, kneeling, stooping, and lifting up to thirty (30) pounds.

#### **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.