



Cape Fear REALTORS®

Position Description

POSITION DETAIL AND SCOPE

Current Title (if existing):	Director of Marketing & Communications		
Proposed Title:		Job Family:	Management (<i>Key at end</i>)
Reports to (name):	Taylor Oldroyd	Reports to (title):	CEO

Purpose of Position (briefly describe the general focus and responsibilities of the position)

Lead for Marketing and Communication on behalf of the Association, including both internal communication to members, and external communication to other NGO's and the community. Broadcasting the Voice for Real Estate.

Position Status	Exempt	Number of direct reports:	N/A
Salary Range/Bottom:	\$	Total number of employees:	
Salary Range/Top:	\$	Exempt:	
		Non-Exempt:	

Describe internal scoping factors:

Manage Association-related budget items totaling \$250,000 for PR, marketing, communications, branding and events; key strategist for the 2,500-member association for both marketing and communications; management of seven CFR websites, from design to content; maintain dialogue with are media; primary lead for document publication, and notifications to membership; assist CEO in attaining Core Standards requirements with NAR on related items.

Description

Marketing: Daily management of Marketing Department, including development and implementation of the brand strategy, developing the marketing strategy for new and existing events and initiatives. Ensuring that marketing objectives/products/materials are implemented working with staff, media contacts, and vendors. This includes campaigns, digital marketing, PR. In addition: purchased, earned, social, and owned media (PESO). Manage social media presence and direct programs to improve social media reputation and recognition. Undertake continuous analysis of competitive environment and consumer trends. Contract with vendors for support.

Communications: Developing an integrated communications strategy for the Association incorporating PR, Marketing and Online. Oversee and manage family of websites owned by CFR. Implementing communications plans to increase brand awareness and recognition for the organization. Developing relationships with key media to secure and grow media coverage both online and offline. Manage and develop weekly news letter to members. Oversee communication and strategies on social media (Facebook, Twitter, Instagram, LinkedIn, etc.). Writing, proofing and editing all press releases for local and national media. Monitoring press stories relating to the company and its brand and maximizing opportunities for positive PR. Collating and analyzing current communications and messages and ensuring consistency. Developing and leading the company's internal communication strategy across the Cape Fear Region. Communicating brand to REALTORS® in the region, and public. Overseeing the monthly, quarterly, and annual communications for all housing statistics with media and ensuring its use is fully maximized. Working closely with other heads of departments on company projects. Completing various marketing projects at the request of senior directors.

Graphic Design: Meet with department heads to determine project scope and advise on audience target, hire/manage vendor, determine message, create image for product illustration, select colors, text style, and layout.

Videographer/Photographer: Capture video on location/in-studio. Create positive capture environment for video/photos by transporting/setup of equipment for lighting, sound, staging, and visual success. Edit files with *Photoshop*, *Premier Pro* or other software. Act as director for each project to follow storyline. Collect b-roll, green screen, and aerial footage.

Website Manager: Build functional websites. Maintain, configure, and troubleshoot all websites. Manage and roster all ULR's on Godaddy.com. Optimize loading speeds and capacity. Debug pages and fix broken links or images. Update website content and review SEO. Monitor and analyze site performance (e.g. traffic, conversions). Address complaints.

Terraces at Sir Tyler: Marketing//PR strategist for corporation to meet goals and increase sales/branding.

Position Description**CONFIDENTIAL**

ESSENTIAL FUNCTIONS (prioritize in order of average time spent)			
WHAT (describe specific responsibilities)	% of Time (spent on each)	HOW (describe how those responsibilities are accomplished)	WHO (describe the internal and external contacts)
Marketing, design, photography and video	55%	Design programs, photography, video capture and editing, meetings, calls, strategy and plans	Staff, media, vendors, CEO
Communication and copywriting	35%	Press releases, script writing, web copy, Broker Briefing, strategy and plans, calls, meetings	Staff, media, vendors, CEO
The Terraces at Sir Tyler	10%		Facilities Director, staff, CEO, vendors

EDUCATION REQUIRED (describe minimum education required, including relevant professional certifications)
Four-year degree. Degree in Marketing, Design, PR, Communication, or Journalism a plus.

EXPERIENCE AND SKILLS REQUIRED (describe minimum experience and relevant skills required)
<p>3-5 experience in videography, web design, marketing, graphic design.</p> <p>Excellent command of Adobe Suite and Microsoft Office 360.</p> <p>Excellent collaboration skills working with a team in a high-pressure environment.</p> <p>Strong organizational and presentation skills</p> <p>Experience in the real estate industry and/or political arena a plus.</p>

REVIEW SIGNATURES			
CEO:		Signed:	Date:
COO:	Shane Johnson	Signed:	Date: 4/10/18

Job Families Key: Executive: CEO, COO, EVP
 Management: Directors
 Support: All other employees