

**Southern Oregon Multiple Listing Service**  
**POSITION DESCRIPTION**

Title: **Communications Director**

Status: Full Time

FLSA Status: Non-exempt

Reports to: Chief Executive Officer

Revision Date: 11/02/2022

**POSITION SUMMARY:**

The Communications Director is responsible for planning, organizing and directing the communications strategies, member networking, and public information activities for Southern Oregon Multiple Listing Service ("SOMLS") and the Rogue Valley Association of REALTORS® ("RVAR"). The Communications Director is also responsible for fostering and maintaining relationships with news media editors, reporters, other communications directors, members, community leaders, and partner organizations involved with both organizations.

**ESSENTIAL FUNCTIONS:**

- Under the direction of the Chief Executive Officer ("CEO"), develop and oversee implementation and maintenance of an effective communications plan that targets both our members (primarily REALTORS®) and the consumers they serve.
- Design, or coordinate with a designer depending on the project, and execute concepts for notices, promotions, and campaigns, including but not limited to: advertisements, business cards, stationary, envelopes, flyers, banners and signs, posters, tabletop displays, logos, event programs and materials, web graphics and banner ads, and newsletters (digital and print).
- Oversee creation of social media content to generate traffic/interest, action, and response.
- Coordinate with web developer to make content updates to the website.
- Direct video production.
- Conduct market research and collect data from appropriate departments; measure and evaluate the brand and media coverage in alignment with the overall communications plan.
- Develop and manage media and public relations including the maintenance of important relationships and development of key messages. Pro-actively place strategic news stories that communicate the association's messages in significant media outlets, including social media.
- Research, write, edit and oversee publishing of releases, alerts, statements, articles, and other materials in support of each organization's brand/mission.
- Maintain library of created media.
- Assist with review and updates to a crisis communication procedure within the organization's Crisis Management Plan and establish implementation process in collaboration with other team members.
- Design and implement OR arrange with an instructor for media, brand, spokesperson, and crisis communications training for staff and key leadership, when appropriate.
- Serve as primary staff liaison for networking and community outreach events.
- Assist CEO with annual compliance with NAR Core Standards.
- Other duties as assigned.

**QUALIFICATIONS:**

- Must have good interpersonal, public relations and communications skills, including the ability to make presentations and handle media inquiries.
- Self-motivated, highly resourceful team player with a positive can-do attitude.
- Marketing or Communications degree preferred or at least 3 year prior experience in communications and/or marketing.
- Prior experience in, or working knowledge of, graphic design and layout.
- Possess excellent writing and editing skills and be able to create compelling content.

**WORK ENVIRONMENT AND PHYSICAL DEMANDS:**

1. Position may require lifting and carrying supplies weighing up to 20 pounds.
2. Position may require sitting while maintaining alertness for several hours at a time.
3. Position may require bending, leaning, kneeling, and walking.
4. Ability to speak concisely and effectively communicate.
5. Visual and auditory ability to respond to critical situations.
6. Ability to drive to member offices for meetings.
7. Ability to work in the office or from home with equal focus.

**GENERAL EXPECTATIONS**

All staff members are expected to:

- Provide outstanding customer service.
- Have the ability to communicate, both oral and written, in a professional, approachable manner.
- Learn and use appropriate computer software programs.
- Be able to answer general questions about MLS and Association services and know which staff person to refer to for further assistance.
- Have a general knowledge of the Bylaws, Rules and Regulations, and Policies and Procedures of both RVAR and SOMLS.
- At the direction of the CEO, provide cross-training to appropriate staff members.