**Communications Manager**

The Greater Capital Area Association of REALTORS® (GCAAR), one of the nation’s largest local real estate associations serving more than 10,000 members, is looking for an experienced, detail-oriented **Communications Manager** to join our team. Reporting to the vice president of strategic communications, the role will be an integral part of our Communications team, primarily supporting the communications efforts related to our legislative initiatives.

Our desired candidate is a writing and social media rock star, adept at managing many competing priorities while still meeting deadlines and achieving measurable results in a fast-paced environment. You will also have an interest in/knowledge about government affairs and how best to communicate our advocacy efforts.

**Key responsibilities:**

Manage communications for GCAAR’s Government Affairs team

* + Write and distribute monthly legislative e-newsletter
	+ Compile legislative content for bi-weekly broker e-newsletter and weekly all-member e-newsletter
	+ Craft government affairs content for email, social media, website and other communications channels
	+ Maintain Government Affairs/advocacy section of GCAAR website

Manage communications for our state association, the District of Columbia Association of REALTORS® (DCAR)

* + Write copy for DCAR’s email communications, including a monthly e-newsletter, and for other electronic channels; contribute DCAR content to GCAAR publications, as needed
	+ Develop, manage and post DCAR content to website; perform initial audit and regular website maintenance
	+ Monitor and maintain DCAR’s social media calendar and accounts (Facebook, Instagram, LinkedIn, YouTube and Twitter), develop and execute social media campaigns and evaluate their effectiveness, share relevant posts from external organizations to DCAR’s channels and engage with channel users, as needed
	+ Regularly evaluate the effectiveness of DCAR’s communications through Google Analytics and other measurement tools

Serve as primary staff liaison for GCAAR’s Capital Area REALTOR® magazine, published five times/year

* + Participate in all meetings related to the magazine
	+ Work with managing editor and designer throughout the production process to develop and review content/design and ensure each issue stays on schedule

Other duties:

* Take photos at DCAR events and upload to SharePoint to maintain organized, searchable photo libraries
	+ Write/edit articles or provide other assistance with GCAAR communications, as needed
	+ Perform other tasks, as assigned

**Qualifications:**

* Four-year degree from an accredited college or university in communications, journalism, public relations or marketing
* Five to eight years of related work experience
* EXCELLENT writing and editing skills **(writing test will be required)**
* Forward thinker and self-starter who understands the big picture
* Proven ability to work efficiently while maintaining a high standard of quality in an incredibly fast-paced, deadline-driven environment
* Ability to balance multiple, time-sensitive projects while still meeting deadlines
* Attention to detail
* Knowledge of government affairs strongly preferred

**Other required skills:**

* Self-motivated, organized and highly resourceful team player with a positive, can-do attitude
* Practical knowledge of current communications and email marketing best practices to drive brand engagement and build traffic across web and social platforms
* Experience in management of social media sites (Facebook, Twitter, LinkedIn, YouTube and Instagram), email marketing tools and website content management systems (CMS)
* Familiarity with/hands-on experience writing in Associated Press (AP) style
* Proficiency with Microsoft Office Suite

**Nice to have skills, but not required:**

* Experience with/interest in media relations
* Graphic design experience (Adobe InDesign)

**Please include your salary expectations in your cover letter.**