

LONG ISLAND BOARD OF REALTORS®, Inc.

COMMUNICATIONS DIRECTOR

SUMMARY:

Lead the association's overall internal and external communication efforts using a diverse set of message distribution channels, tools, resources, and spokespersons. Develops, organizes, and directs communications, media relations, branding and marketing to maximize the association's membership success and membership experiences. Raises awareness and further establishes the public image of the Long Island Board of REALTORS® (LIBOR), Inc. including its local, state, and national presence, profile and reputation.

REPORTING RELATIONSHIP:

Reports directly to the Chief Executive Officer

RESPONSIBILITIES/TASKS:

Using the goals in the association's strategic plan as a foundation and starting point, develops and implements a fully integrated and comprehensive strategic communications plan to support the organization's mission, goals and objectives. Collaborates with and educates volunteer leadership, the membership, and staff on communication strategy.

Collaborates with other association staff to identify and implement platforms and services that advance the association's strategic communication goals.

Stays abreast of developments in the communication field and participates in relevant professional organizations and meetings to understand and, as appropriate, incorporate trends and new approaches

Media and Industry Relations

Develops and implements LIBOR's media relations strategy to position and promote the association and its members. Serve as LIBOR's liaison with and builds solid relations with the press and other media. Writes and/or reviews media releases to ensure coverage in selected media including newspaper, magazines, television, radio, and the internet.

Oversees the distribution of press materials. Evaluates media coverage and prepares and presents assessments and recommendations to expand LIBOR's public presence.

Works with local and national media to identify qualified members to fulfill media queries for quotes, radio and television appearances. Responds to requests for information and inquiries from media, members, consumers, government agencies, businesses, advocacy groups, and other associations, regarding market trends, industry issues, story ideas, and more. Provides market conditions quotes when requested.

Oversees media interviews for staff or board members speaking on behalf of LIBOR. Advises and coaches senior management and officers on media and press relations and public speaking.

Writes speeches and scripts for LIBOR leadership for regional panels as well as for LIBOR REALTORS® and NAR events.

Assists the CEO and Board of Director leadership with their media participation, community outreach, and presentations at public events that profile Long Island housing market and trends.

Builds relationships with professional counterparts in professional, advocacy, business, higher education and other community organizations through LIBOR initiatives and jointly-sponsored communication campaigns and programs.

Responsible to write monthly market stats and press releases, combining chairman's comments and gathering leadership quotes.

Works with outside public relations professional for purposes of crisis communications specialized marketing campaigns, targeted media outreach, or other issues as directed by the CEO and Board leadership.

Advances public outreach to reinforce the LIBOR Brand REALTORS® value.

Brand Management

Establishes LIBOR style guide for graphics, writing, editorial, print and online standards. Communications and monitors style guide compliance by staff, free lancers and vendors.

Editorial

Develops or identifies content and themes for digital, print and e-mail publications, newsletters and other vehicles to keep members and employees well informed. Directs and edits timely, accurate, and relevant content, images, and updates of material – including magazine articles, news releases, online content, and program announcements.

Serves as Editor-in-Chief of LIBOR's newsletter. Oversees cover story and content development. Oversees all editorial and graphic design elements, working directly with the Managing Editor and freelance contractors.

Oversees production and content of e-newsletters, monitoring progress through analytics. Works with technology partners to achieve marketing automation through database integration. Develops marketing automation campaigns to support strategic goals.

Website

Ensures that website content is meeting the expectations of each LIBOR business line and fulfilling strategic goals for content delivery.

Social Media

Oversees the organization's social media presence across all departments; tracks analytics to ensure maximum exposure.

Monitors accounts – LIBOR and member/industry-focused pages and groups.

A/V Communications

Oversees development of digital content throughout organization, including member onboarding process, digital display monitors and digital experience center.

With input from staff and member volunteers, oversees video production across all departments. Works with Education department to develop video content, including webinars, micro learning sessions, and social media livestreaming, to reinforce strategic core competencies.

Membership

Contributes to retaining and expanding LIBOR's membership through extraordinary service, support, and branding to members including providing them with accurate, well-presented and timely information and market statistics.

Conducts member surveys as directed by CEO.

Works with CEO to ensure implementation of communication policies and procedures related to board nominations and elections as well as leadership opportunity application process.

SUPERVISORY:

Business Development Manager
Product Manager/Client Relationship Manager
Public Relations & Communications Programs
Sales & Marketing Associate
Web Marketing Administrator

EDUCATION REQUIREMENTS:

BA/BS in communications, public relations, marketing or related field.

EXPERIENCE:

Eight years of communication and media experience. Recognized as subject matter area expert. At least three years in an association management position.

SKILLS/KNOWLEDGE/ABILITIES:

Strong customer-service orientation

High degree of creativity

Superior verbal and written communication skills

Demonstrated leadership and managerial skills

Proven ability to work collaboratively with others

Knowledge of organizational budgeting best practices

Excellent interpersonal skills

Strong analytic skills

Ability to make informed and timely decisions

If you are interested in applying for this position, please email Farzeen Siddiqui at FSiddiqui@LIRealtor.com with a copy of your resume.