**Job Description**

The REALTOR® Association of Sarasota and Manatee (RASM) is seeking a marketing communications professional to join our team and assist in shaping a growing Marketing and Communications department.

The REALTOR® Association of Sarasota and Manatee is a trade association serving he needs of 8,000 members in Sarasota and Manatee counties. RASM Supports members through real estate resources, professional development opportunities, and networking between a group of like-minded practitioners who share ideas, resources, and who advocate for property ownerships.

**Title:** Communications & Marketing Manager

**Purpose:** Responsible for the designing, development and implementation of the organization’s marketing strategies, communications, and public relations activities. Manage RASM’s varied and integrated communications channels including web, email, social media, public and media relations, and marketing collateral. Apply graphic design capabilities to develop promotional materials for programs, products, and services.

**Reports to:** Vice President of Communications and Engagement

**Responsibilities:**

*Duties include, but are not limited to, the following:*

**Communications & Marketing**

* Under the direction of the Vice President of Communications and Engagement, create and manage the development and implementation of an integrated marketing and communications plan, supporting the Association’s strategic plan.
* Design, prepare, and distribute e-newsletters to deliver Association news and promote programs, products, and services.
* Plan, develop, and execute RASM’s social media strategy and posting responsibilities.
* Research, write, edit, and publish releases, alerts, statements, articles, and other materials in support of the Association’s brand/mission.
* Work with staff and volunteers to produce promotional materials for events.
* Event and video support via script development, editing and on-site coordination as needed for both virtual and live event attendee and speaker support.
* Assistance with database/audience targeting and learning a command of Microsoft Dynamics CRM and ClickDimensions email platform.
* Provide input on the production of the RASM *ELEVATE magazine* and ensure that it is published consistent with editorial guidelines and association policies.
* Performs other tasks as may be assigned by the VP of Communications and Engagement.

**Committee Liaison**

* Serve as staff liaison to the Young Professionals Network.
* Assists with coordination of events sponsored by assigned committee.
* Prepares meeting agendas, notices, minutes, and reports.

**Other Duties and Responsibilities**

* Develop and manage the editorial calendar.
* Manage contacts and relations with the local media.
* Maintain integrity of the RASM brand and communications style.
* Assist with videography and photography as needed.
* Support marketing programs and benefits provided to member sponsors.
* Maintain inventory of marketing materials, video, photo library and graphic artwork.
* Help track communication and marketing metrics.
* Complete special projects as assigned.
* Other tasks may be assigned based on skillset.

**Skills/Ability**

* Must possess excellent design, writing, editing, and proof-reading skills.
* Graphic design experience and ability to develop promotional materials.
* Ability to draft and edit copy for all types of communications channels.
* Proficient with Microsoft Office, WordPress, Adobe, InDesign, Photoshop, Illustrator, and contact management software.
* Excellent communication skills; professional appearance and ability to effectively represent the Association.
* Demonstrated ability to work effectively with members, volunteers and the public.
* Ability to work in a team environment.

**Education** **Requirements**

* Bachelor’s degree in communications, public relations, marketing, or related field preferred or equivalent combination of education and experience.
* Minimum 3 – 5 years recent related experience preferred.
* Previous association or experience with membership organization is ideal.

**Job Type:** Full-time

**Benefits:** 401(k) matching, Dental insurance, Flexible schedule, Health insurance, Health savings account, Life insurance, Paid time off

Send cover letter and resume to [gina@myrasm.com](mailto:gina@myrasm.com)