

Harford County Association of REALTORS®
2227 Old Emmorton Road, #117
Bel Air, MD 21015

Job Title: Communications Specialist
This is an IN-PERSON/OFFICE position

POSITION SUMMARY:

Responsible for creating content and updating the association's social media accounts on Facebook, YouTube, and Instagram. Plays a lead role in developing the association's brand and web content. Works as staff liaison to the Membership Committee. Assists office with answering phones, selling lockboxes, and store items.

ESSENTIAL FUNCTIONS:

Create social media content to generate traffic/interest, action, and response

Timely respond to requests for information, comments, and other feedback posted on association's social media accounts

Immediately report any inappropriate and/or worrisome feedback on association's social media accounts to Chief Executive Officer (CEO) and take action to remove, delete, or otherwise respond, as determined by CEO

Repost relevant content from state and national association and other industry resources

Develop and lead brand marketing strategy

Create and execute digital marketing campaigns

Coordinate with web designer making content updates to the website

Act as staff liaison to the Membership Committee (will train)

Answer phones, as needed

Learn how to assist members with lockbox and store purchases (will train)

Assist all staff with the creation and distribution of event flyers

Be able to use Constant Contacts and RAMCO member database (will train)

Some travel is required

Perform other tasks as determined by association CEO

QUALIFICATIONS:

Successful candidate will have:

- Bachelor's degree preferred
- Minimum 2 years related experience
- Strong written and oral communication skills
- Graphic design, layout, editing, and proofreading skills
- Prior experience in REALTOR® or association trade groups is a plus
- Basic understanding of web design
- Excellent customer service skills, friendly, team player

WORK ENVIRONMENT AND PHYSICAL DEMANDS:

Position may require bending, lifting, sitting and walking.

Ability to speak concisely and effectively communicate.

Be able to lift up to 40 pounds.

Candidates should submit a body of media along with resume and references to:

veronica.rolocut@harfordrealtors.com