



Job Title: **COMMUNICATIONS & EVENTS DIRECTOR**

Location: 409 W Neider Ave, Coeur d'Alene, Idaho 83815

Status: F/T

Reports to: Chief Executive Officer (CEO)

Revision Date: 9.16.22

POSITION SUMMARY:

The Communications & Events Director is responsible for planning, organizing, and directing the association's communications strategies and public information activities as well as overseeing the entire life cycle of planning, implementation, execution, and reconciliation of association hosted events, awards, and grants. This includes supervising/supporting the committees (Young Professional Network "YPN" and Membership Committee) who design the strategy for each event and awards which often includes concepting, briefing/debriefing, project plans, application management, selecting/hiring vendor partners, venue relations, contract negotiations, on-site leadership, client management, budgeting, and project reconciliation.

ESSENTIAL FUNCTIONS:

- Under the direction of the Chief Executive Officer (CEO), create and manage the development and implementation of an integrated marketing and communications strategy/plan, supporting the Association's strategic plan.
- Develop and direct all media programs.
- Collect data from appropriate departments; measure and evaluate the association's brand and media coverage in alignment with the overall marketing communications plan.
- Develop and manage media relations and public relations in coordination with CEO 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.
- Plan the association's monthly social media calendar in collaboration with the rest of the association's marketing and communications plan
- Research, write, edit, publish releases, alerts, statements, articles, and other materials in support of the Association's brand/mission. Manage the approval process for all.
- Develop a crisis communications plan for the organization and an implementation process in collaboration with other team members.
- Design and implement media, brand and crisis communications training for staff, field, and key leadership, when appropriate.
- Direct and supervise, when appropriate, the media relations and public relations activities of staff and external consultants or agencies.
- Manage association website with current information and content.
- Identify and submit grant applications for association initiatives.
- Manage the application process, promotion, and execution of annual awards such as REALTOR® of the Year, Circle of Excellence, and identify future industry awards to elevate the profile and increase membership engagement.
- Continually work to enhance all events and their promotions.
- Harmonize a communications plan to develop and implement creative and effective event marketing strategies.
- Continuously add value by providing objective and innovative support services; manage resources responsibly, efficiently and with accountability.
- Provide guidance and supervision to staff and volunteers during events.
- Serve as a liaison and primary point of contact for facilities representatives, presenters, guests, constituents, etc.

- Serve as primary contact for onsite event needs, including setup, registration, catering and audiovisual.
- Serve as key staff person on committees, work groups and task forces, as assigned; acts as a key contributor for content development.
- Review post-conference/event evaluations and provide input on opportunities for improvement.
- Oversee contracts, permits, and people resources for all the events; assist with negotiating and maintaining all contracts relative to the events (i.e., catering, venue, etc.)
- Provide guidance on the coordination and procurement of proper insurance coverages for events.
- Assist with the development of budgets and negotiations for all events; evaluates budget vs. actual at the conclusion of each event.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in business, marketing, communications or equivalent preferred.
- Three or more years of experience in a related field preferred.
- Leadership and demonstrated experience supervising event personnel, teams of vendors and complex schedules is required.
- Proficient on standard office and event software.
- Positive, collaborative, and effective interpersonal skills; strong customer service orientation.
- Excellent communication, verbal and written, interpersonal, negotiation, and conflict resolution skills.
- Must possess initiative, decision-making skills and the judgment necessary to determine action or approach for events, assignments, and projects.

WORK ENVIRONMENT AND PHYSICAL DEMANDS:

- Ability to travel to support business events and conferences
- Ability to walk, stand, and sit (including on the floor) for long periods of time.
- Ability to lift, push, pull and/or move up to 40 pounds
- Position may require bending, leaning, kneeling, and walking
- Ability to speak concisely and effectively communicate.
- Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency
- Ability to view/enter data for long periods of time.

COMPENSATION:

- Competitive health/dental/vision package.
- Simple IRA Plan with match offered.
- Compensation: base salary with incentives depending on experience.

INTERESTED CANDIDATES:

- Please submit a cover letter & resume to careers@cdarealtors.com.

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