

Marketing and Communications Manager

We are seeking a self-starting, initiative-taking marcom pro to own the execution of a multi-channel marketing and communications plan to enhance the voice and mission of CMLS on a national level. If you are wanting to make a big impact in a small organization, this is your opportunity.

Working remotely as a key player on a small, agile team, the marketing and communications manager will have a strong work ethic, be trustworthy and able to work well (self-managed) under deadline pressure with a broad range of responsibilities. They will understand their value as a leader, a follower, a team player, and collaborator. Someone who rises to challenges, assists in sharing CMLS' voice and tone, clearly identifying specific audiences and interacting with a wide variety of people throughout the industry. As the role grows, they will proactively learn new systems and best practices to facilitate the success of the position and achievement of mutually defined goals.

Exceptional verbal and written communications skills are a must. The ability to create, edit, and disseminate content created by others is a must. Internalizing and expressing the CMLS message consistently through multiple media is a must. Protecting and guarding the CMLS brand as well as driving existing brand campaigns is a high priority.

This position requires great listening and facilitation skills and the ability to receive coaching and direction on projects from others within and perhaps even outside the organization.

Primary Duties and Responsibilities

Content Creation:

- Develop and maintain a communications calendar for CMLS programs, classes, events, initiatives, and strategic priorities
- Develop and execute a CMLS content distribution plan that considers CMLS strategic communications goals and distills them into actionable marketing activities
- Develop comprehensive marketing plans for new releases: provide guidance, editing and creation of business studies, case studies, and white papers in collaboration with volunteer leaders
- Craft and develop written content and communication for all media and channels including website, social media, membership, and industry emails
- Ensure consistent representation of CMLS, its mission, vision, and values on all CMLS marketing and communication materials via all channels.
- Create website copy for corporate website and promotional content for CMLS annual events and virtual workshops.
- Draft press releases.

Channel Management and Content Distribution:

- Update web content as needed and required; responsible for content-related protocols to keep CMLS website up to date
- Distribute relevant content and manage CMLS presence and response on social media channels
- Increase engagement and viewership across all channels
- Monitor press for industry news and make recommendations for response
- Maintain and regularly update media outlet and industry influencer distribution lists

Industry Collaboration:

- Work with graphic design consultants to ensure messaging is consistent across all collateral and media
- Research and obtain speaking opportunities for CMLS
- Leverage relationships for collaborative content creation opportunities.
- Consistently and positively represent CMLS according to set standards and core values

Measurement:

- Measure the success of a comprehensive marketing, communications, and public relations programs
- After initial 12-months in position, create a set of metrics for key activities that demonstrate success and guide future initiatives

Education and Experience

- Bachelor's degree required, preferably in communications, business, or a marketing-related field
- 3-5 years of demonstrated, business-related marketing- communications experience working within a nuanced environment preferably in a regulated industry (energy, real estate, financial services, education, etc.)
- Proven experience publishing written work on blogs, websites, in journals and/or white papers
- Experience within the real estate ecosystem, MLS and/or Association experience is preferred

KSAs:

- Excellent written and verbal communication skills
- Proficient in Microsoft Excel, PowerPoint, Word, and email marketing software
- Familiarity with communication and marketing industry trends and best practices
- Experience with AMS and content management systems
- Highly organized with strong attention to detail
- Graphic design experience is a plus
- Bright and technology-capable
- Utilizes discretion and good professional judgment
- Thrives in a collaborative, entrepreneurial environment where minimal supervision is provided, autonomy and responsibility are expected, resourcefulness and self-propelling initiative are required, and great performance is rewarded.

NEXT STEPS:

- Submit a cover letter, resume and salary requirements to jobs@councilofmls.org with "CMLS Marketing & Communications Manager" in the subject line.
- Submit a writing sample: a press release you would craft to announce your own hire.
- Be available for a few interviews.