



## Job Description for: Director of Marketing & Public Relations

Reports to: **President and President-Elect** Leads the following Project Team: **Marketing and Online Presence Team**  
Oversees/Directs: **Social Media Coordinator (paid contractor)**

### Criteria:

- 1) National Affiliate Members, Strategic Partners and REALTORS® **must be in good standing** with a local Board/Association of REALTORS® to be eligible.
- 2) Must either be a 2021 Member or Strategic Partner of LA/Beverly Hills Network:  
**REALTORS® Member fee \$259.00**  
**National Affiliate Member fee \$140.00**  
(click here to join [https://connect.wcr.org/joinapi\\_login?id=a2E1N000001nFniUAE&order=1](https://connect.wcr.org/joinapi_login?id=a2E1N000001nFniUAE&order=1))
- 3) Must live within 30 miles from Greater Los Angeles REALTORS® Association
- 4) Recruit and Lead Project Team Members (who also receive free entry to all events they actively plan and participate in and 25% rebate of their 2021 Annual Dues and opportunities to Speak/Host Events after 90 days of active participation)

### Ideal Skills/Experience:

- Operating as part of a team
- Planning and organizing skills
- Social Media and Digital Marketing skills
- Networking and communication skills
- Public Relations
- Great open rate of Email Campaigns
- Program development
- Strategy development
- Project Team Development
- Delegation Skills

### Benefits:

- After 90 days of active performing duties, Director will receive 50% rebate of 2021 Annual Dues
- Opportunities to Speak/Host Events
- Free Entry/Tickets to all LA/Beverly Hills Events
- Put on TOP of the list for Appointed Positions of Treasurer, Membership Director
- More Local, State and National exposure for Referrals

**Scope of Duties:** Design and create high quality print and online marketing materials that showcase the network, spotlights its members along with our partners and sponsors, while ensuring materials meet network standards/guidelines. Ensure the network is providing maximum value to members by consistently maintaining the networks online presence on all platforms.

### Responsibilities:

- Collaborate with Board, Individual Event Teams, along with **Membership Director** to produce materials as needed
- Design and develop print and online materials for the network
- Marketing pieces for the network and network's partners, event print and visual, Social Media graphics, etc. uploading them to networks website and/or social media accounts
- Creating/Uploading Events on all platforms
- Promoting Events and Inviting other Members of all Networks, GLAR, CAR, NAR, Women Organizations, etc
- Maintain website content
- Schedule consistent social media post to ensure content is being displayed consistently
- For any materials which require expense, team will present the cost to the Budget team and Treasurer and must be approved prior to allocating cost
- Marketing & Design Team to meet at least once a month. Invite other project team leaders to attend meeting for input