



DURANGO AREA ASSOCIATION OF REALTORS®

Job Description- MLS and Communications Director

To be hired by the Executive Officer of the Association, this position works directly under the Executive Officer, with the Executive Officer determining work schedule, approval of time off, benefit packages, etc. The Executive Officer will delegate work and day to day duties of this position.

This position requires strong verbal and written communication skills, a patient manner, and professional demeanor. It will require teaching skills as well as strong grasp of technology trends as they relate to the real estate industry. This position will interface daily with Association members and requires the candidate to troubleshoot computer issues with the Multiple Listing software. This position also handles member communication including writing and publishing electronic newsletter, website management, and compiling statistical reports. The following is a general description of job duties, but is not all inclusive due to conditions and requirements that can change, and may become present on any given day or situation.

General Office Duties

- Acute knowledge of membership level options, requirements, and fee structures
- Acute knowledge of Board Bylaws, Policies, Procedure, Rules and Regulations of the local, state, and national Associations.
- Update internal procedures as needed

Multiple Listing Service

- Compile quarterly and annual statistics from MLS database
- Provide MLS technical support
- Create MLS member training curriculum
- Teach group classes on using MLS system
- Provide one-on-one MLS training to members
- Work with MLS vendor to ensure system is working optimally
- Maintain and enforce MLS Rules and Regulations
- Audit MLS violations and enforce sanctions
- Serve as Board staff liaison to MLS Committee and record minutes as needed

Member Communication

- Write newsletter articles, compile, and create electronically in Adobe InDesign and Photoshop when necessary. Distribute electronically via DAAR website, LAMPS, and Paragon messaging system.
- Contribute to member communications regarding events and classes

Technology

- Website creation and maintenance when needed
- Research and update office technology as needed to include phones, computers, software, cameras, printers, etc.
- Set up and operate all audio/visual as needed
- Assist members with technical needs and issues
- Create electronic presentations and/or advertising artwork utilizing MS Powerpoint, Adobe InDesign, and Photoshop as needed
- Create class certificates for classes as needed
- Coordinate and maintain Affiliate newsletter advertising campaign

Public Relations

- Write press releases and business briefs on member and Association activity
- Create and implement advertising campaigns to promote Realtor awareness utilizing all available outlets including, radio, print and online venues.
- Work with annual P/R budget to meet marketing objectives
- Attend relevant community and business functions as needed to maintain and expand DAAR presence in the community.

Community Service Committee:

- Serve as Board staff liaison to Community Service Committee and record minutes as needed
- Create and distribute committee agendas
- Help coordinate and staff all charity events
- Manage scholarship program and facilitate distribution of monies
- Coordinate the annual donation reception

Assist the Executive Officer in any additional ways needed.