



JOB TITLE: ADVOCACY COMMUNICATIONS MANAGER

Awarded as a Top Workplace in Austin consecutive years, Texas REALTORS® is a destination for employees who want to work with a team of fun and engaging people. With a great workplace and top-notch benefits, we're eager to welcome great people to the REALTOR® Family.

Texas REALTORS® is a member-service organization, serving over 147,000 real estate professionals throughout the state, located steps away from our State Capitol building in Austin. Texas REALTORS® mission is to advance REALTORS® and the communities we serve through advocacy, professionalism and resources.

The association staff functions as a team to provide exemplary service to the members through a variety of benefits and services. Texas REALTORS® prides itself in providing a rewarding work environment centered around our core values of service, collaboration, ownership, integrity and respect.

The organization is seeking a dedicated, goal-oriented individual to join our team as **Advocacy Communications Manager**, whose primary responsibility is to develop and articulate messaging that promotes the association's advocacy efforts. The position is responsible for disseminating clear, engaging messages regarding political and public policy issues to diverse audiences, including the association's members and leaders, lawmakers, and consumers.

A successful candidate is familiar with the REALTOR® organization's role as a leader in real estate advocacy and is skilled at communicating public policy issues clearly to promote awareness and engage audiences.

Salary: We offer a competitive salary based upon experience and qualifications and an extensive array of employee benefits.

Contact: Send resumes and inquiries to Tray Bates (tbates@texasrealtors.com)

JOB DESCRIPTION, DUTIES, AND RESPONSIBILITIES

- Create the department's advocacy content for digital, social, and earned media to further position Texas REALTORS® as the premier voice for real estate advocacy in Texas
- Collaborate with Texas REALTORS® staff on advocacy content in the association's member and consumer communications to inform critical audiences and increase awareness of REALTOR® engagement in politics and public policy
- Coordinate communications and projects with Texas REALTORS® Staff
- Design outreach strategies to support member and consumer engagement on the association's political and policy positions at the local, state, and national levels
- Develop, execute, and report effectiveness of public affairs and communications strategies and plans for key state advocacy priorities; use market research and data to determine message-targeting strategies across a variety of channels
- Create attractive, easy-to-understand content and deliverables, including digital, video, social media, and print projects
- Perform other duties as assigned

SKILLS AND QUALIFICATIONS

- Two to four years professional experience in marketing, advertising, or similar field
- Bachelor's degree in marketing, advertising, communications, or similar discipline (additional professional experience may be substituted for degree)
- Familiarity with standard concepts, practices, and procedures involving marketing and communications campaigns is preferred
- Strong organizational skills
- Ability to juggle projects while meeting strict deadlines
- Excellent attention to detail
- Enthusiasm to learn new information and skills
- Work well independently and in collaboration with team members
- Ability to create clear, engaging content
- Knowledge of grammar and punctuation rules
- Ability to follow a house stylebook and brand guidelines
- Experience working with communications technology platforms, such as project management tools, content management systems, digital analytics tools, email platforms, social media, collaboration platforms, etc.
- Knowledge of legislative process is helpful, but not required