



COMMUNICATIONS & MARKETING ASSISTANT JOB DESCRIPTION

Entry-level marketing and communications position with a growing member-based Realtor® Association and Multiple Listing Service (MLS) located in North Charleston. Position will be open January 1.

Daily responsibilities will focus on providing support to the Director of Marketing & Communications and assisting with the execution of the strategic marketing and communications plan for the seven Association departments:

- Member Outreach/Internal Communications
- Education Division
- Multiple Listing Service (MLS)
- Legislative Division
- Professional Standards
- Event and Program Promotion
- Commercial Division

To apply

- Submit a resume to Communications Director, Meghan Weinreich meghan@charlestonrealtors.com
- Please include a writing sample, website or graphic design examples (if applicable) and references

JOB RESPONSIBILITIES

Social Communications

- Create and curate content for all online social communication channels
 - Execute strategic communications plan on existing social channels
 - Drive strategic growth of social accounts
- Analyze online and social metrics and analytics, produce monthly reports

Website

- Wordpress site management
- Write and update content on a daily basis for CharlestonRealtors.com and ancillary micro-sites
- Maintenance of blog posts and current content
- Maintain contact with website designer for any necessary updates
- Oversight of Association and MLS public calendar
- Analyze site metrics and analytics, produce monthly reports

Email Marketing

- Creation of all email marketing messages in MailChimp
- Maintenance of membership email database, quarterly audits
- Manage the email marketing schedule and calendar
- Assist in strategic message scheduling
- Analyze program metrics and analytics, produce weekly reports

Graphics and General Marketing

- Develop and design promotionals for Association and MLS programs, initiatives and events
- Integrate graphics into marketing and communications initiatives
- Develop infographics from research and data
- Maintain in-house promotional spaces (lobby tvs, posters, etc.)

Public Relations

- Review and edit press releases
- Maintain print and online media clippings and mentions

Research and Information

- Compile reports and data for monthly market statistics release
- Compile biannual reports and data on member and subscriber statistics
- Member demographic tracking

REQUIREMENTS & SKILLS

- Secondary Degree (BS, BA or in Communications, Marketing or related field
- Wordpress
- Mailchimp or related email marketing program
- MS Office (Word, Excel, Powerpoint)
- Graphic/promotion development
- Excellent writing and editing skills
- Outstanding verbal and written communications skills
- Ability to work in a fast-paced environment and deliver results while managing multiple projects
- Level-headed problem solver with a professional service-oriented attitude
- Superb organizational and tracking skills with sharp attention to detail
- Preferred, not required
 - 1-2 years experience in a related field
 - Adobe Illustrator