

**NORTHERN VIRGINIA ASSOCIATION OF REALTORS®
POSITION DESCRIPTION**

CHIEF COMMUNICATIONS OFFICER
(Exempt, Management Position)

The Chief Communications Officer is a senior level position that will be responsible for the planning, developing, and implementing strategic communication, public and media relations within our organization. They will lead and coordinate effective national, regional, state, and local media, community and public relations, crisis communication, marketing and branding, and related association communications activities.

Reporting to the CEO as a member of the C-Suite Senior Management Team, the Chief Communications Officer is responsible for the strategic leadership of all aspects of the Association's communications with internal and external audiences.

Serves as an official media spokesperson for the Association. Responsible for the vision and oversight of all communications, media relations, marketing, web and social media presence, CEO and Board of Directors communications, internal and external branding, and the development and production of content on the NVAR Website.

The Chief Communications Officer plays a crucial, collaborative leadership role ensuring all Association communications activities are fully and strategically leveraged to further the vision, mission, and goals of the Association, especially as new and innovative initiatives and projects are developed and launched.

Duties and Responsibilities:

Communications, Media & Marketing Leadership:

Creates and pursues national, state, regional, and local media strategies, each clearly defined with distinct approaches. Develops a rapport with members of media outlets for paid and earned opportunities for television, radio, digital publications, podcasts and other channel exposure. Actively and regularly partners with the National Association of Realtors (and where appropriate, Virginia Realtors) to advance relevant national member, media and public awareness campaigns.

Develops, implements and continuously improves the Association's brand throughout all areas of the organization and industry. Proactively identifies story ideas, trends/issues and shapes key messages to generate positive coverage of the Association, and position NVAR, its CEO and leaders as the industry leader and spokesperson within and beyond Northern Virginia.

Provides leadership and oversight for all aspects of communications with an emphasis on media relations, brand position, public awareness and perception of the association. Identifies opportunities to leverage strategic executive presence and communications in external public relations to strengthen NVAR's presence in the business community, including regional, state, national and global industry affairs.

Prepares internal and external correspondence on behalf of the NVAR Office of the Chief Executive Officer and the NVAR Board of Directors for distribution to target audiences. Advises and assists the

CEO on coordinating communications in critical and at times sensitive messaging to the membership and various other stakeholders.

Leads, manages, and provides strategic oversight to the work of multiple marketing, communications, public relations, and other cross-functional and cross-organizational teams. Guides, leads, reviews, verifies, observes, and manages the work of people reporting directly and indirectly to the Chief Communications Officer position. Performs needs analysis, arranges, coordinates, delivers, evaluates, and monitors staff development.

Ensures accountability for the performance and results of all communications and marketing campaigns. Directs the strategic planning, direction, and goal setting for the division and multiple subordinate functional areas.

Coordinates communication between the Association and the NVAR leaders, the NVAR members, NVAR strategic partners, elected officials, media and community members. Ensures all divisional and departmental leaders have consistent messaging and clarity on talking points in advance of any important Association executive messages being delivered to members and stakeholder groups.

Develops and implements an annual comprehensive communications plan, including processes to measure the effectiveness of communications strategies and activities. Proactively anticipates communication needs throughout each calendar year and prepares executive messaging matched with the appropriate voices and leaders.

Expands social media accounts into mature, robust messaging platforms while growing engagement rates. Identifies new platforms to build and introduce to the Association's social media portfolio.

Develops and maintains an integrated crisis response plan including communication templates and strategies, talking points, media statements, FAQs, internal updates, social media response plans. Responds to sensitive media relations situations and leads crisis management communication response teams as needed.

Designs, establishes, and maintains an organizational structure and staffing with the necessary expertise to effectively accomplish the organization's goals and objectives; oversees recruitment, training, supervision, and evaluation of divisional and departmental staff.

Performs other job-related duties as assigned.

Required Minimum Qualifications:

Education and Experience:

Bachelor's degree required, preferably in related field; Advanced degree (e.g. MBA, MPA, MPP) preferred

10+ years of combined experience in marketing, public relations, media relations or production, communications or related experience

5+ years of managerial experience

NVAR'S Corporate Culture:

Internally: NVAR is an environment where employees take pride in their work, enjoy and have fun with it, understand where they fit into the big picture, and feel supported by management and their colleagues.

Externally: NVAR is a growing association that provides incredible value to members, operates strategically and efficiently, and is a community and industry-leading organization.

NVAR'S T.E.A.M. Values:

Team Player: Works well with others; solution-focused; communicates effectively; increases opportunities for personal, professional and cross-organizational success and growth; says “we” instead of “I”; embraces different perspectives and diversity of ideas.

Excellence: The consistent pursuit of excellence is essential to everything that we do. High quality output, continually learning and improving. Honesty and integrity are essential values to achieve excellence.

Ambitious: Thinks big; challenges themselves to take risks; raises the bar, brings a high level of energy and performance to their work to energize and elevate themselves and others.

Motivated: Drive, effort, enthusiasm, passion and intense desire to accomplish goals and achieve success, personally, professionally and cross-organizationally.

NVAR'S Work Environment:

NVAR is an \$8M revenue organization with over 32 staff who serve nearly 14,000 business professionals that transact over \$19 billion in sales volume throughout the greater Washington DC Metro area. NVAR is a trusted voice for the real estate industry and a premier regional partner to the National Association of Realtors® (NAR), America's largest trade association.

Recognized by Washington Business Journal as the region's Largest Business Advocacy Groups in Greater DC region, this award-winning association fosters a culture of innovation, collaboration and industry impact.

Under the leadership of its CEO, who has been listed on the 'Power 500' list of the most powerful and influential leaders by Virginia Business and is currently Chair of NAR's Association Executives Committee, NVAR has earned multiple awards and recognition for its work in global real estate, website design, political advocacy, media relations and more.

Located in Fairfax County, VA, the NVAR headquarters is a LEED GOLD certified green building.