

## NC REALTORS® Job Description

Updated 8/31/2020

**Title of Position:** Director of Political & External Communications

**Department:** Government Affairs

**Supervisor's Title:** Senior Vice President of External Affairs

**Nature of Position:** Implement NC REALTORS® external communication efforts, with particular emphasis on Government Affairs Department regarding public policy issues. Work closely with the Communications & Marketing Department to ensure information is disseminated efficiently, effectively and with consistent overall brand messaging to REALTOR® members and the public. Provide professional service and expertise to all political programs, assist in coordinating advocacy for REALTOR® interests before Regulatory boards and commissions and the General Assembly. Contribute to policy development in support of the Governmental Affairs department of NC REALTORS®. Responsibilities include, but are not limited to, the following:

### Communications

- **External Communications and Public Relations:** Draft press releases, statements for use by volunteer leadership and association staff in response to press inquiries. Cultivate press relationships.
- **Column for *Insight* magazine:** Write the Government Affairs column for *Insight* magazine, with input from the Government Affairs Department Staff.
- **REALTOR® Advocate:** Write the *Advocate*, which is distributed weekly during legislative sessions and bi-weekly when the legislature is not in session. The *Advocate* includes information about bills and issues being discussed by the NC General Assembly, state boards and commissions, as well as state regulatory agencies. It also includes updates regarding issues being discussed at the federal level and content developed by other Government Affairs units (e.g., RPAC, NC REALTORS® Housing Foundation, NC Homeowners Alliance).
- **Legislative Talking Points:** Work closely with Senior Vice President of External Affairs on development of legislative talking points for annual NC REALTORS® Legislative Meetings.
- **Wrap-ups and Summaries:** Develop wrap-ups and summaries at the end of legislative sessions or at other appropriate times for distribution to REALTOR® members.
- **Political Fundraising:** Provide assistance in developing political fundraising communications.
- **Grants:** Write, submit, and help execute grants that will enable NC REALTORS® to address important issues. (For example, \$107,320 in grant dollars received from NAR for the Fight NC Foreclosure campaign enabled NC REALTORS® to sponsor a program that provides assistance to homeowners in danger of foreclosure.)
- **Communications with REALTOR® members:** Compile documents, write summaries and other relevant communications tools regarding polling, surveys and other issues-oriented efforts that impact REALTORS®.

- **Social Media:** Along with other members of the Government Affairs Department, write content for social media outlets related to public policy issues impacting REALTORS® and/or homeowners.
- **Issues Campaigns:** When important policy issues arise, write talking points, opinion-editorials, press releases, and letters to the editor regarding the impact of the issue on homeowners in North Carolina. Assist North Carolina Homeowners Association with communications needs.
- **Calls for Action:** Serve as the primary writer for content and messaging on NAR and NC REALTORS® Calls for Action. This includes Call for Action content (in the instance of NC REALTORS®-generated action) and other communications to members, staff and leadership about the action. Develop social media content to encourage/support participation. Coordinate with Communications and Marketing staff on related graphic design or web content. Manage messaging calendar.
- **Communications Coordination:** Serve as point of contact for Government Affairs staff for all external communications needs. Coordinate projects with Communications and Marketing Department to accomplish tasks of individual units. Review unit-developed external communications for message continuity (e.g., SPC newsletter, VRMA newsletter, and RPAC communications to members).
- **Campaign Communications:** Assist North Carolina Property Rights Fund and other NC REALTORS® independent expenditure activities with communications needs. Coordinate with Political Operations Director on project timelines and needs. Communicate with NC REALTORS®-retained consultants where needed on communications components of campaigns.
- **Multimedia Content:** Work with Government Affairs staff to develop multimedia content (e.g. videos, webinars, etc.) to promote work of the Department or issues of interest to members. Coordinate with Communications and Marketing staff on production and promotion to members.

### **Legislative and Regulatory**

- Assist NC REALTORS® lobbying team at the North Carolina General Assembly and regulatory agencies, to include the Real Estate Commission, Home Inspector Licensure Board, Rules Review Commission, Appraisal Board, Coastal Resources Commission, the Environmental Management Commission, and other agencies and boards as necessary.
- Develop positive and effective relationships with elected officials, their staff and with commissioners and staff of regulatory boards.
- Collaborate with legislators, interested parties and REALTORS® to enact legislation that is beneficial to REALTORS®.
- Collaborate with regulatory board members and staff, interested parties and REALTORS® to adopt regulations that are beneficial to REALTORS®.
- Working with lobbyists, participate in rule discussions and negotiations with regulatory agencies and licensing boards, engaging both agency staff and REALTORS®. Assist in responding to inquiries and distributing information on rule changes.
- Develop positive and effective relationships with allies to build coalitions.
- Monitor legislation introduced throughout the General Assembly Sessions and rules introduced by regulatory agencies and licensing boards.

- Respond to REALTOR® requests and inquiries related to legislation and general statutes and related to regulatory agencies and licensing boards and their rules and policies.
- Administer the board and commission nominations process for the Association as they nominate REALTORS® to serve.
- Participate in NC REALTOR® legislative activities, including the Association's Legislative Days, which involves outreach to members of the General Assembly and Cabinet.
- Participate in public policy development and community and public affairs outreach.

### **Other**

- Assist with grassroots efforts and local referendum campaigns, including public records requests, review of documents, correspondence with local officials and their attorneys and some travel.
- Attend NC REALTORS® and NAR meetings as requested by the CEO or Senior Vice President of External Affairs.
- Support and promote the mission of NC REALTORS® by seeking to maintain a basic knowledge of current events and programs offered by NCR.
- Adhere to requirements of the NC REALTORS® Employee Handbook and comply with general responsibilities of NC REALTORS® team members (i.e. prompt completion of time sheets, prompt submission of receipts and expense reports, etc.).
- Other duties as assigned by the CEO or Senior Vice President of External Affairs.

### **Background Requirements:**

#### **Education**

- A bachelor's degree from a four-year institution is required.
- A major in journalism, communications, or political science, or a Law school degree or advanced degree in public policy, government relations or political science is preferred.

#### **Professional Skills**

- Excellent written and verbal communication skills required.
- Experience managing and developing staff.
- Strategic thinker with exceptional analytical skills to decipher regulatory rules and legislation to determine the effects it would have on REALTORS®, housing affordability and/or private property rights.
- Ability to effectively advocate for the needs of the Association in the regulatory and legislative arenas.
- Creative and organizational skills as well as ability to digest and utilize information from national, state and local perspectives.
- Media savvy, with experience as a journalist/reporter or with political campaigns and in dealing with members of the media.
- Demonstrated written skills to handle diverse communications for members of a professional association.

- Public policy background and understanding of North Carolina legislative and regulatory arenas.
- Excellent client or customer relationship skills.

Relevant Experience

- Knowledge of the real estate industry through practice or education.
- Considerable experience in communications/public relations.
- Considerable experience in government relations, public affairs or public policy, with political campaigns or as a journalist/reporter covering politics.
- A minimum of 4 years of professional experience.

**Dimension:**

Supervise Government Affairs Assistant.

**Position Relationships:**

<u>Appraisal Section, VRMA, PMD and other specialty constituencies.</u>	Monitor and provide regulatory and legislative updates to staff liaison for distribution to section members.
<u>Government Affairs Department</u>	Work closely with Government Affairs Department associates on major projects such as Legislative Day, RPAC, communicating news from the N.C. General Assembly, and responding to member requests regarding legislative and political issues, etc.
<u>Local Association Staff</u>	Maintain and promote solid communication with local association executive officers, local GADs, or other local association staff to promote political initiatives important to REALTORS® at the local level.
<u>Administrative</u>	Provide backup support, as needed, in the office (i.e. walk-in requests, supplies, general office management, communication with headquarters, etc.).
<u>Legislative Committee</u>	Assist with preparation and execution of meetings of the Legislative Committee and correspond with the Committee leadership when necessary.
<u>Regulatory Subcommittee</u>	Staff Liaison; provides information and updates; act as secretary at meetings.
<u>Communications and Marketing Department</u>	Work closely with the department to disseminate information regarding public policy issues efficiently and effectively to REALTOR® members and the public.