

NC REALTORS® Job Description

Updated 11/1/2021

Title of Position: Shared & Regional Government Affairs Director (GAD) – South Central NC

Department: Government Affairs

Location: The Shared & Regional GAD serves seven REALTOR® Associations in thirteen counties in south central North Carolina from Alexander to Richmond. This position also provides local government affairs coordination as the Shared GAD to the Mid-Carolina Regional Association of REALTORS® (MCRAR) in Southern Pines. A map of the region served is available upon request.

Supervisor: Director of Field Advocacy

Nature of Position: Provide professional service, RPAC fundraising assistance, coordination of advocacy efforts, and government affairs representation for specified local REALTOR® associations, including mobilizing and educating members. This position is a member of a state-wide team of field staff, which is one part of a robust overall strategy for effective member advocacy.

Regional Government Affairs Director’s Duties

REALTOR® PAC:

- Serve as point of contact between NC REALTORS® PAC staff and local association.
- Assist local RPAC chair in building RPAC culture through:
 - Developing an annual RPAC Strategic Plan to reach fundraising goal.
 - Serving as staff liaison for local RPAC Fundraising Committee.
 - Planning, executing, and managing local RPAC events with assistance from NC REALTORS® PAC staff to ensure compliance with campaign finance law.
 - Communicating local association’s progress toward fundraising goals through regular use of Aristotle reports.
 - Educating membership about RPAC initiatives and importance.
 - Facilitating RPAC candidate funding process for local and state elections including, but not limited to, candidate surveys and interviews.

GRASSROOTS ADVOCACY COORDINATION:

- Assist local associations in developing and implementing an advocacy plan to address Advocacy Core Standards and government affairs programming including but not limited to:
 - Formation of a Government Affairs/Legislative Committee.
 - Coordination of North Carolina Homeowners Alliance activities in the region.
 - Recruitment of REALTORS® as Local, State, and Federal Political Coordinators.
 - Identification of relevant NAR and NCR grants and programs to address local community engagement and advocacy goals.
 - Development of advocacy training opportunities for general membership.
- Promote NC REALTORS® governmental affairs programs and information.
- Track progress of each local association’s grassroots activity and membership engagement in government affairs activities.

COMMUNICATIONS:

- Provide weekly written updates to Association Executives pertaining to NCR advocacy initiatives at the state level, NAR initiatives, and progress updates on local projects.
- Contribute Government Affairs updates to local association newsletters and websites.
- Present at local associations as requested, including at New Member Orientations, Board of Directors meetings, etc.
- Visit all local associations in region monthly (in person or virtually).
- Coordinate with the local association's Local GAD where applicable.
- Contribute relevant articles to Insight Magazine and the Advocate as needed.

LEGISLATIVE:

- Monitor real estate issues appearing at the local level through Curate program and network of member Political Coordinators.
 - Alert NCR and relevant local association on action items as necessary.
- Advise local associations on action steps as requested.

Shared Government Affairs Director's Duties (MCRAR only)

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 - Educating membership about RPAC initiatives and importance.
 - Facilitating RPAC candidate funding process for local and state elections including, but not limited to, candidate surveys and interviews.

LEGISLATIVE:

- Develop a written advocacy plan outlining annual local legislative priorities and government affairs programming in conjunction with MCRAR's elected and staff leadership.
- Monitor local public meetings, matters of public policy, and local press for issues pertaining to real estate.
 - Advise MCRAR and undertake appropriate action steps as necessary.
- Initiate and maintain contact with local, state, and federally elected officials, their staff, and local government staff whose actions impact real estate matters.
- Represent MCRAR on local or regional government task forces or committees as appropriate and/or requested.
- Coordinate MCRAR efforts in support of state and federal issue advocacy with NC REALTORS®, NAR, and the association's elected leadership.
- Build coalitions with organizations that align with MCRAR's advocacy efforts on matters relation to local policy issues.
- Serve as staff liaison to local Government Affairs/Legislative Committee and other relevant committees as appropriate and/or requested.

GRASSROOTS ADVOCACY:

- Assist MCRAR in identifying and applying for NAR and NCR resources to address local advocacy goals (i.e. grants, issues mobilization funds, independent expenditures, Land Use Initiative, etc.); manage the implementation of ensuing programs.
- Provide government affairs education opportunities for REALTOR® members.
- Coordinate with NC Homeowners Alliance to host town halls, forums, and other consumer-facing programs in MCRAR's jurisdiction.
- Recruit and coordinate with Federal Political Coordinators (FPCs), State Political Coordinators (SPCs), and Local Political Coordinators (LPCs).
- Prepare REALTORS® to testify on real estate issues as needed.

COMMUNICATIONS:

- Provide a Government Affairs Update for all local association Board of Directors meetings and other relevant committees, as directed by MCRAR Executive.
- Provide a Government Affairs Update for local association newsletters and social media.
- Act as MCRAR's spokesperson when specifically authorized by the local executive team.
- Plan and execute Local Calls for Action on as-needed basis.
- Coordinate MCRAR's response rate for NCR and NAR Calls for Action.
- Respond to member or local association requests regarding all local and NCR political initiatives via email and phone.
- Serve as conduit of information from the NCR Government Affairs Department and NAR about legislative issues and government affairs programming in the region.

GENERAL DUTIES:

- Participate in all NC REALTORS® Government Affairs Department and full staff meetings.
- Attend NC REALTORS® and NAR meetings as appropriate and/or requested.
- Support and promote the mission of NC REALTORS® by maintaining knowledge of current events and programs offered by NCR.
- Adhere to requirements of the NC REALTORS® Personnel Manual and comply with general responsibility of NCR team members (i.e. prompt completion of time sheets, prompt submission of receipts and expense reports, etc.)

Background Requirements

Education

A bachelor's degree from a four-year institution is required.

Professional Skills

Political savvy and basic knowledge of the political process a must. Experience with NC campaigns and/or politics preferred, but not required. Experience with local NC government procedures and policies preferred, but not required. Ability to analyze issues and make appropriate recommendations required. Personal organizational skills, ability to meet deadlines and work with limited supervision. Dedication to customer service, problem resolution and working together as a team to achieve goals and objectives. Excellent written and verbal communication skills

required, as well as basic Microsoft office skills required. Some experience with database management and data analysis is beneficial.

Relevant Experience A minimum of two years professional experience, preferably in political campaigns or government affairs.

Dimension

No staff supervised.

Position Relationships

Government Affairs

Department Work closely with Government Affairs Department colleagues 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.

REALTOR® Member Leaders Maintain close communication with these key legislative volunteers to promote legislative issues important to NCAR. Also provides information and training necessary to help them be successful in this role.

Local Association Staff 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.

Administrative Provide backup support, as needed, in the office (i.e. walk-in requests, supplies, general office management, communication with headquarters, etc.).

Local Associations The Shared & Regional Government Affairs Director will be an employee of the North Carolina REALTORS®. Performance evaluations shall be done in coordination with NC REALTORS® standards for employee review, and members of the local associations being represented will be asked to input and review.