

Knoxville Area Association of REALTORS® (KAAR)
Communications Director

As Communications Director for the Knoxville Area Association of REALTORS®, you'll have your hands in all sorts of projects. One minute you'll be sending out a biweekly newsletter to over 6,000 recipients and the next you'll be planning and scheduling guest speakers for the association's podcast. A minute later you'll be producing a president's video announcement.

Want to network with some of the best and brightest in the local real estate market? You'll work alongside an incredible staff and board of directors to carry out the association's strategic plan, communicating through a wide variety of platforms to inform members of the latest association news and up-to-the-minute industry changes.

This job goes beyond assisting members with their goals of promoting home and business ownership – as Communications Director you'll be a steward for promoting the philanthropic efforts of REALTORS® volunteering in their communities. Whether you are promoting the association's award-winning REALTORS® or helping organize a day-long community service project, your role will be essential in publicizing the role the association plays in the community, while also overseeing all internal communications to ensure that members are continuously informed.

You'll excel in the role if you: cannot live without Canva, enjoy crafting creative social media posts, know how to liven up an email newsletter, genuinely enjoy getting to connect with members and understand their pain points, and love being a cheerleader for the real estate industry.

Requirements

- Bachelor's degree in marketing, communications, journalism or related discipline preferred
- A minimum of two years of experience in marketing/communications/ public relations and/or related experience
- Expert-level competency in Microsoft Office Suite and Canva and knowledge of basic photo and video-editing software
- Excellent copy writing, editing and proofreading skills
- Keen time and project management and budgeting skills
- Self-starter and critical thinker with strong analytical and problem-solving skills
- Strong organizational and long-range planning skills

Please send resume and letter of interest to lyle@kaarmls.com. Please, no phone calls.