

## COMMUNICATIONS SPECIALIST

Reporting to the Director of Member Engagement, the Communications Specialist is part of the Member Engagement team at the Saskatchewan REALTORS® Association (SRA) and will contribute to enhancing REALTOR® engagement by communicating information critical to their business, enhancing the REALTOR® brand, and promoting the value of the profession.

This position provides marketing and communications support for each department: education, member engagement, innovation and technology, government and external relations and board governance. The individual should be an excellent writer and have experience in social media and in marketing events. The ideal candidate would be a team player who is self-motivated, organized, and works well under pressure to meet deadlines.

### Organization

SRA provides leadership and services that support over 1,550 REALTORS® in Saskatchewan through technology, education, and advocacy. SRA is also the expert voice invested in bringing insight to public policy makers on matters that affect growth, housing, real estate, and the creation of wealth in our communities.

### Primary Responsibilities:

- Develop and implement a communication strategy that includes social media content creation.
- Implement marketing and communications initiatives for education, member engagement or fundraising events, ensuring consistent branding.
- Design, develop and write content for a variety of different communication tools: email communications (monthly, departmental, media releases, etc.), blog posts, portal posts, social content, and media releases.
- Manage the website and intranet (portal), ensuring content is relevant, current and in line with SRA branding guidelines.
- Establish, monitor, measure and report on the success and impact of all communication initiatives, campaigns, and strategies.
- Support sponsorship recruitment and manage sponsor recognition.
- Coordinate the publication of the SRA Annual Report.
- Provide marketing, communications, and events support to the Member Engagement Team.
- Identify strategies to promote the Canadian Real Estate Association's (CREA) National Ad Campaign of REALTOR.ca regionally.
- Serve as an editor to ensure that all communications are appropriately worded (both in grammar and in content), developing communication pieces

independently.

**Qualifications:**

- Bachelor's degree in communications, journalism, public relations, business, or a related field. A combination of education and experience will be considered.
- Previous work experience in marketing and/or communications, ideally in a membership organization.
- Proficiency in digital content creation (Adobe, Canva, etc.), social media, email communication, WordPress, and engagement analytics. Graphic design is a bonus.
- Content writing experience for all media platforms.
- Exceptional interpersonal skills.
- Superior organizational skills and attention to detail.
- Strong work ethic and ability to set priorities.
- Meticulous attention to detail.
- Media relations experience an asset.