

## **Omaha Area Board of REALTORS® Communications and Social Media Director**

*The Omaha Area Board of REALTORS® (OABR) is a 2,300-member professional association that advocates for the rights of home owners and the interests of real estate professionals in the greater Omaha area. OABR was incorporated in 1886, making it one of the oldest business organizations in Omaha and in the State of Nebraska. Today, core values emphasize innovation, communication, knowledge, honesty, integrity and trust.*

**The position.** This is an outstanding opportunity to join a solid organization with a strong service philosophy and a culture where each employee is essential. OABR is hiring a creative individual as a **Communications and Social Media Director**. This person will focus their energies on enriching the organization's communication efforts to its diverse membership. This new position requires someone who can show enthusiasm about producing clear, concise traditional writing as well as effective social-media messaging. This person has the ability to use grammatically-correct English and is able to effectively edit the writing of others to craft a consistent style in an appropriate "voice" to reach the targeted audience.

Personal computing experience and proficiency with Microsoft Office, Facebook and Twitter is required. Additional experience with graphic arts, photo editing, prepress layout and design, or website design is a plus.

The person hired will report to the CEO, nevertheless they will need to work independently and make good decisions based on the goals and objectives of the organization. This individual will be flexible and able to interact well in a smaller-office environment, occasionally assisting coworkers in other areas. This person will need a strong work ethic and a positive attitude about the job and the organization.

The right person writes well, has a critical eye for layout and detail, and is able to effectively manage deadlines. The best applicant seeks solutions independently, yet listens well, frequently adds creative suggestions, and injects new ideas to the process. This person also welcomes change and collaboration.

**Online skills.** Most importantly, the individual hired will be actively engaged online and have a passion for digitally connecting with people; this person will demonstrate advanced social media skills and understand all popular social networking platforms and will be able to effectively exploit social media to communicate with members, capitalizing on trending topics and viral messages related to the industry.

**Required writing skills.** The person hired will have the ability to write, proof, and edit successfully in varying styles ranging from printed newsletters, marketing materials and advertisements, to digital posts. This person will be capable of creating engaging Facebook posts, tweets and other dynamic content for websites and email campaigns. This individual will also be adept at online research and will have the capacity to write compelling presentations, short speeches and talking point summaries.

**Education and experience.** The individual hired will have a degree in journalism, communications, English, advertising, graphic arts, marketing, or a related field of study, or a combination of education and experience in related fields.

**Other valued skills.** A well-rounded background for an ideal applicant might also include skills related to:

- Graphic arts and design
- Digital photo editing
- Video production
- Verbal skills, public speaking
- Branding and theme strategy development
- Pre-press design; digital layout and typography
- Magazine or newsletter production
- Web design; site layout and navigation
- Analysis of digital marketing; social media statistics, website traffic
- Google Analytics or AdWords
- Opinion polling, sampling, or focus group interviews
- Public policy development; political campaign experience
- Experience with software, such as:
  - Adobe Creative Suite; InDesign, Photoshop, Illustrator, After Effects, etc.
  - Dreamweaver, HTML, other web-design tools
  - WordPress, TypePad, Moveable Type, or similar blog
  - Flickr, YouTube, Vines, other social media apps
  - Constant Contact, MailChimp, Convio, iContact, or similar email
  - Microsoft Dynamics or other CRM software

**Application information.** This is an equal employment opportunity. OABR will consider a wide variety of applicants – a new graduate or a seasoned pro. The salary will be commensurate with the applicant's qualifications, including formal education, demonstrated job skills and work experience.

Benefits include: medical, dental and life insurance; paid holidays, vacations and personal time. If you are interested in this exciting opportunity, submit a resume and a cover letter complete with your salary requirements and other relevant information or samples of previous work related to the job.

**Email your resume and cover letter in confidence to:**

Doug Rotthaus, CEO  
Omaha Area Board of REALTORS®  
[CEO@OmahaREALTORS.com](mailto:CEO@OmahaREALTORS.com)