

## Full Job Description

### Director of Communications and Events

1 Year Term Position



## MARKETING, COMMUNICATIONS AND ENGAGEMENT

### Strategic planning and implementation

- Execute MHBA's Communication & Engagement Strategy;
- Develop, maintain and/or update MHBA's communication implementation plans such as (but not limited to):
  - Membership Recruitment, Engagement and Retention Plan
  - Event Marketing Plan
  - Social Media Marketing Plan
  - Content Marketing Plan
  - Email Marketing Plan
  - Crisis Communication Plan
- Work with MHBA team to set yearly goals and develop tactical plans for the team to achieve those goals;
- Develop and implement various promotional, awareness and outreach campaigns;
- Create an annual 'Communication and Engagement Report' outlining communications efforts to the CEO.

### Develop and implement marketing and communication related activities

- Design and update printed publications such as Annual Progress Report, Housing Forum Brochure, Fall Gala Program book, Annual Directory Booklet;
- Design and update 'New Member Information Package' on an annual basis.

### Review and approve of external marketing communications content

- Identify monthly themes and campaigns on Yearly Content Calendar;
- Approve content developed by the Education and Communications Coordinator prior to scheduling and release;
- Create a workback schedule for specific campaigns.

### Oversee MHBA's Parade of Homes advertising

- Manage advertising budget for Spring and Fall Parade of Homes;
- Work with external vendors to negotiate contracts and secure advertisement schedules;
- Coordinate with vendors to develop ad content and provide final approval of all ad contents for TV, print, radio and billboard, ensuring that messaging is consistent across platforms and aligns with the Parade of Homes and the MHBA Brand;
- Coordinate and approve of MHBA's Parade of Homes Digital Advertisements (example: Google AdWords, social media ads);
- Approve all social media copy developed by the Education and Communications Coordinator prior to scheduling/posting;
- Work on the development of the Parade of Home Magazine (show homes listing section and MHBA banner ads). Provide final approval.

## Full Job Description

### Director of Communications and Events

1 Year Term Position



## EVENTS AND AWARDS PROGRAM MANAGEMENT

### Event and sponsorship management

- Oversee MHBA's annual calendar of events and create workback schedules outlining important deadlines and key activities for MHBA staff to execute;
- Oversee budget for each MHBA event;
- Oversee all sponsorship related activities:
  - Review sponsorship packages to ensure that they provide value to sponsors and provide recommendations for improvement as needed.
  - Managing sponsorship budget for each event;
  - Create sponsorship registration forms for each event and intake the forms;
  - Secure sponsors for MHBA's events;
- Book venues and supporting vendors;
- Work with venue coordinators and vendors to plan the event;
- Plan and coordinate event day operations and logistics;
- Create event registration;
- Assign tasks to MHBA team members, venue staff, supporting vendors and volunteers as required.

### Awards program management

- Oversee MHBA awards programs from planning to implementation;
- Plan deadline dates, judging dates, etc. and create a workback schedule for the team;
- Use Awardify Software to intake registration for the Parade of Homes and the Renovation Awards;
- Edit and approve awards presentation videos;
- Delegate tasks as required to other MHBA staff members.

## OTHER DUTIES

- Clerk of committees – Reno Council, Parade of Homes, Technical Research Committee;
- Committee Participant – Membership and Marketing, Board of Directors;
- Provide vacation relief for MHBA staff as required;
- Other duties as assigned by the CEO.