



CMLS
Council of Multiple Listing Services

Marketing and Communications Coordinator

The Marketing and Communications Coordinator is responsible for the execution of the CMLS communications plan and daily execution of marketing and communications projects. The ideal candidate will bring a minimum of 2 years of demonstrated success, experience and knowledge within the multiple listing services industry, including work with both senior executives and volunteer leadership. They will possess an in-depth knowledge of the real estate industry and demonstrate professional written and verbal communication skills.

The successful candidate will be dedicated to CMLS and exhibit the qualities and characteristics consistent with the values of the organization. These include leadership, vision, collaboration, strategic thinking and integrity. Candidates must also be able to work independently with minimal supervision, juggle multiple projects, take explicit direction or initiate action with little direction as needed. Reliability, a positive attitude and MLS experience, specifically in marketing or communications, are a must. The successful candidate needs to be friendly and approachable by anyone in contact with CMLS, including members, sponsors, vendors and the general public.

The salary is competitive and candidates are asked to submit requirements. This is a full-time position that affords a disciplined candidate an opportunity to work remotely and work as part of a fast-paced and highly effective team. To apply, submit a cover letter, resume and salary requirements to jobs@councilofmls.org with "CMLS Marketing and Communications Coordinator" in the subject line along with a press release you'd craft to announce your hire.

Primary Duties and Responsibilities:

- Responsible for implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance CMLS's image and position within the real estate industry and the general public.
- Ensure articulation of CMLS marketing and communication materials reflect the mission, vision and values of CMLS and follow the CMLS communication plan
- Develop and maintain a communications calendar in conjunction with the director of operations for CMLS programs, classes, events, initiatives, and strategic priorities
- Craft communication, including emails, to membership, industry partners, and the real estate community
- Provide guidance, editing and creation of business studies, case studies, and white papers in collaboration with volunteer leaders
- Research and obtain speaking opportunities for CMLS
- Collaboratively manage and coordinate creation and update of web content; responsible for content-related protocols to keep CMLS website up to date
- Generate content and manage CMLS presence on social media channels
- Monitor press for industry news and make recommendations for response
- Maintain and regularly update media outlet and industry influencer distribution lists



CMLS

Council of Multiple Listing Services

- The successful candidate will report to the director of operations, and work closely and collaboratively with the director of communications
- Work with graphic design consultants to ensure messaging is consistent across all collateral and media

Education and Experience:

- Bachelor's degree required, preferably in communications, business, or a marketing-related field
- Excellent written and verbal communication skills (3-5 writing samples required; demonstration of diverse mediums preferred)
- Proficient in Microsoft Excel, PowerPoint, Word, and email marketing software
- Familiarity with communication and marketing industry trends and best practices
- Experience with AMS and content management systems
- Highly organized with strong attention to detail
- Graphic design experience is a plus

About The Organization

The Council of Multiple Listing Services or CMLS is the premier forum, advocate and resource for Multiple Listing Services across the United States. It was formed in 1957 to address a need in the MLLS industry to share ideals, service models and management concepts. Since, CMLS has evolved into a volunteer-led organization that serves the MLS community in North America through leadership, education, and collaboration across the real estate industry. It is also responsible for the facilitation of best practices, industry standards, legal issues, and technological innovations in support of 200 MLS providers with about one million subscribers.

As an organization that spans North America, the marketing and communications coordinator's physical office location is virtual, which means no relocation is required for the successful candidate so long as the individual has the demonstrated ability to successfully work virtually. Desirably, the right candidate will have the ability to travel periodically including, but not limited to, CMLS-related board meetings, conferences and trainings. The role of the marketing and communications coordinator reports to the director of operations.