

**Job Title: Marketing and Events Coordinator**  
Reports to Executive Director

### **Who We Are**

The **North Texas Commercial Association of Realtors (NTCAR)** is a trade association for commercial real estate professionals and Realtors. NTCAR exists to enhance the business opportunities of its members through real-time access to critical real estate information, education, recognition, and networking events. One of the leading local commercial real estate associations in the country, NTCAR's members benefit from proprietary industry resources and programming.

### **Position**

The Marketing and Events Coordinator is responsible for the creation and execution of all organizational marketing needs and administrative management of all events and programs.

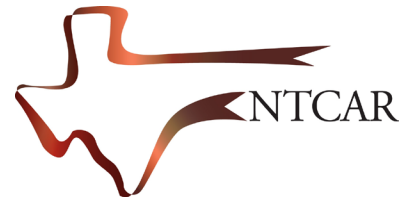
This position is ideal for candidates who

- Enjoy a professional, collaborative, lighthearted, and fast-paced work environment that encourages growth and creativity
- Are self-motivated and work well independently but are also happy to participate in a team environment where everyone pitches in and helps each other to get the job done
- Are resourceful and resilient solution-finders
- Enjoy streamlining and improving processes
- Consistently exhibit excellent critical and strategic thinking skills
- Are customer service-oriented with a can-do attitude and excellent interpersonal skills
- Can make independent and logical decisions, taking action while maintaining a calm professionalism during busy/challenging periods

### **Essential Responsibilities**

#### Marketing

- Work with Executive Director to create annual marketing plan including digital, social media, and print platforms. Responsible for executing annual plan, ensuring all marketing needs are delivered and all deadlines are met.
- Identify weaknesses in existing marketing campaigns and develop pragmatic solutions within budgetary constraints.
- Under the direction of the Executive Director, create marketing and promotional materials for organization, build and maintain a strong NTCAR branded social media presence, and responsible for ongoing maintenance of NTCAR website.
- Work with Membership Manager to ensure a cohesive member experience across all marketing collateral and communication.
- Work with Executive Director and Marketing Committee to discuss ongoing marketing ideas, strategies, and potential content.
- Create marketing collateral for organizational offerings, benefits, and sponsorship opportunities within brand standards.



- Work with various NTCAR committees regarding marketing needs for upcoming events and programs.
- Report marketing analytics pertaining to website performance, email open rates, click-throughs, social media presence, etc. on monthly basis.

#### Events

- Coordinate and manage administrative functions related to all events and programs in collaboration with the Executive Director.
- Assist in ensuring events stay within budget and maintain accurate historical information pertaining to event expenses, revenue, and attendance.
- Manage event registration process, working closely with members and sponsoring companies to ensure all sponsorship benefits are delivered.
- Work with event venues and third-party vendors on event logistics and serve as on-site contact the day of events.

#### Team Player

- Attend meetings and events to represent the organization as required. Ability to work some evenings and weekends.
- Assist in answering the main phone line and responding to general email inquiries.

#### **Skills and Qualifications**

- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously.
- Skilled in basic graphic design with brand awareness - keeping all materials within brand standards, utilizing Adobe Creative Suite.
- A clear, friendly, and creative communicator with ability to simplify complex information into concise written and verbal format. Excellent editing and copy writing abilities required.
- Excellent interpersonal skills. Service-oriented and polished individual. Must be at ease representing organization in member-facing, professional role at meetings and events.
- Familiarity with online content marketing and social media development strategies
- Bachelor's Degree in Marketing, Business Administration, Communications, or related field preferred.
- Familiarity working with CRM systems preferred.
- Strong organizational skills, ensuring details are not overlooked.
- Manage time efficiently and productively under pressure. Ability to meet strict deadlines.

To apply send cover letter and resume to Holland Morris at [holland@ntcar.org](mailto:holland@ntcar.org).