

MANAGER, PUBLIC RELATIONS

Current Incumbent: Vacant

Department: Communications & Marketing

Reports to: Vice President, Communications and Marketing

Status: Full-Time, Exempt

Direct Reports: 0

Developed: 7/26/16

Indirect Reports: 0

SUMMARY OF POSITION:

Manage NAA's press outreach and public relations efforts, as well as perform significant writing duties for *units* Magazine, digital content and marketing collateral.

PRINCIPAL ACCOUNTABILITIES:

- Grow and manage a database of NAA press contacts and cultivate strong media relationships.
- Develop a proactive media outreach program to include media monitoring, press-kit development, writing and issuing press releases, and conducting introductory and follow-up calls to media.
- Assemble regular reports of media coverage for circulation to NAA leadership.
- Manage other PR writing needs, including marketing materials (Letters to the Editor), talking points, key messages, etc.
- Develop, research, collect, edit and write departments sections of *units* Magazine and at least one industry-related feature article covering 1,000 to 2,000 words for publication in each monthly issue.
- Create and edit industry-related content for www.naahq.org, NAA's "APTly Spoken" blog and NAA's social media posts.
- Assist with editing and proofreading all other content for *units* Magazine and other department projects.
- Work with NAA affiliates to distribute NAA media toolkit and conduct instructional sessions on media outreach through webinars and other in-person/digital avenues.
- Accept administrative responsibilities related to the above-stated efforts and seize opportunities to provide excellent value-added customer service to members and potential members by responding to telephone inquiries, offering prompt responses to requests and conducting thorough follow-up.
- Manage Excel Awards program for NAA.

POSITION QUALIFICATIONS:

Required

- Bachelor's Degree;
- Minimum of 5 years' experience in public relations or as a writer and project coordinator in a communications department, media company or public relations agency.
- Experience in media relations is a must.
- Project management, researching, interviewing, writing, editing, computer and organizational skills.
- Incumbent is expected to develop an understanding of the apartment and real estate industry and the issues that affect it.
- Knowledge of AP style.

Preferred

- Familiarity and skills in Adobe Suite software and Photoshop.
- Social media writing in including blogs, Twitter, Facebook.
- Knowledge in digital content marketing and execution.
- Association experience a plus.

Please send resumes, cover letter, writing samples and salary history to Resumes@naahq.org. No phone calls, please. EOE M/F/H/V