

Title: Multimedia & Production Specialist
Reports to: Communications & Marketing Director
Employment Type: Full-Time (40 hours)
Location: Lansing, MI

JOB POSTING

Michigan Realtors® (MR), a non-profit organization, is a recognized public policy and legal advocate for private property rights and the real estate industry and the identified statewide resource for professional development, knowledge exchange, and business services. For more information, please visit www.mirealtors.com.

POSITION DESCRIPTION:

The Multimedia & Production Specialist will support the Communications & Marketing Director, Graphic Designer and others within the association in a variety of day-to-day production tasks. This position is responsible for updating content on the Michigan Realtors® website and social media platforms, as well as being the lead administrator for the e-communication platform, ClickDimensions. In addition, this role will assist with developing PowerPoints, how-to videos, infographics, in-house print, coordinate out-sourced print jobs and touch up design files using Adobe Creative Cloud programs. This position will deliver administrative support for the associations' programs, communications, and events.

PRIMARY RESPONSIBILITIES:

- Continuously add value by providing objective and innovative support services; manages resources responsibly, efficiently and with accountability.
- Develop and produce multimedia pieces for use on websites, in multimedia presentations, and for interactive displays and exhibits
- Collaborating with marketing, events, HR, accounting and public policy teams to determine appropriate visual, textual and animated elements of projects.
- Collaborating with Member Systems Specialist to produce target-specific e-communication pieces through the ClickDimensions
- Utilize the ClickDimensions Social Marketing platform to create, edit, schedule, and publish content to various social media channels that builds connections, tracks click activity and report social post analytics
- Develop graphics, illustrations, animations, videos and other media elements for print, multimedia, and mobile learning solutions for internal and external presentations.
- Supports the development and execution of collateral materials for major association events and initiatives.
- Assist with proofreading for all association publications and outreach. Prepares artwork and media for final approval and distribution.
- Provides support for print materials via on-site equipment or outsourcing, ensuring that deadlines and quality standards are met.
- Include the Michigan Realtors® company brand and attributes in all communications.
- Actively assesses and monitors Michigan Realtors®' online reputation and follows all internal communications and social media policies and procedures.
- Generates monthly data reports monitoring growth using various analytical tools and infographics.

REQUIRED QUALIFICATIONS:

- Associate Degree in Graphic Design, Multimedia or related fields
- Strong technical skills in Adobe Creative Cloud, Microsoft Office, and Keynote
- Experience with social media platforms including Facebook, Twitter, Instagram and YouTube
- Website content management
- Experience with Microsoft Dynamics 365 CRM is a plus
- Excellent verbal and written communication skills; proofreading and attention to detail
- Ability to effectively self-direct as well as cooperate with the staff collective and other related groups.

DESIRED QUALIFICATIONS:

- Ability to effectively self-direct as well as cooperate with the staff collective and other related groups.
- Demonstrated ability to exhibit a positive personal image when dealing with the public and internal and external customers, and the community.
- Positive, collaborative, and effective interpersonal skills; strong customer service orientation
- Highly proficient in Adobe Creative Cloud, Microsoft Office applications and social media platforms.
- Thought-provoking and creative mindset to identify opportunities for continuous process and system improvements.
- Experience in writing press releases, social media posts, and video editing is a definite plus.

WORK ENVIRONMENT:

- Frequently required to use hands and fingers to handle, feel or operate equipment, and reach with hands and arms.
- Frequently required to talk and hear; frequently required to stand and walk.
- Occasionally required to climb, balance, stoop, kneel, crouch, bend, twist, and crawl.
- Occasionally required to lift, push, pull and or move up to 40 pounds.
- Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Ability to stand or sit while maintaining alertness for several hours at a time.
- Ability to speak concisely and effectively communicate.
- Ability to view/enter data for long periods of time.

COMPENSATION & BENEFITS:

MR® offers a generous benefits package including; medical, dental, vision, life, and disability coverage; a 401(K)-retirement program with employer match; vacation days, sick time, and paid holidays. Salary based on experience and qualifications.

TO APPLY:

Send cover letter, resume and salary requirements to hr@mirealtors.com or by mail to Human Resources, 720 N. Washington Avenue, Lansing, MI 48906.