

Texas Land Title Association Communications and Marketing Coordinator

The Texas Land Title Association (TLTA), a statewide trade association based in Austin, seeks a skilled, multi-talented, service minded professional to join its team as Communications and Marketing Coordinator. This position is a key component of our three-member TLTA Marketing and Communications team. If you want to be part of a positive culture, have strong marketing and communication skills, are good at project management, enjoy working with people and managing a variety of projects and are looking for a rewarding position that makes a difference in the lives of our association members, then this position is for you!

Key Responsibilities

This position reports to and works in collaboration with the Director of Communications and Marketing to manage all aspects of TLTA's marketing and communications functions. Specifically, this position:

- Assists with writing, editing and distributing all TLTA communications and marketing pieces – newsletters, social media posts, regulatory/legislative updates, annual reports, breaking news, educational program and event promotions, fundraising promotions.
- In charge of reviewing and updating website content.
- Assists with the development of marketing campaigns.
- Keeps the communications team projects organized and on track by overseeing project checkpoints and deadlines, maintaining the marketing and PR master calendar, monitoring and reporting on project updates and preserving the communications and marketing files.
- Assists with the development of advocacy materials related to the Texas Legislature and state regulators.
- Manages the publication of a regulatory manual.
- Manages educational event sponsorship sales and sponsor relations.
- Coordinates production of annual conference and other event collateral including printed programs, PowerPoint production, script production, sponsored items and other collateral.
- Handles advertising sales for all publications and website.
- Assists with the administration of membership recruitment and retention including the management of the Membership Task Force.
- Assists with the administration of TLTAPAC fundraising efforts and campaigns.
- Proofreads all publications and communications.

Requirements

Qualifications for the position include:

- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing or a related field.
- Exceptional writing, proofreading and editing skills.

- Good design aesthetics.
- Strong attention to detail.
- Demonstrated organizational skills and an ability to manage multiple deadlines and projects with minimal oversight.
- Ability to work collaboratively across all functional areas of the organization.
- Able to quickly assimilate information to communicate it effectively.
- Experience using email marketing software.
- Should possess positive interpersonal skills and enjoy dealing with a variety of people.
- Strong customer service values.
- Strong presentation and analytical skills.
- Must have an interest in always looking for ways to improve efficiency, organization and customer satisfaction.

Preferred Education: 4 Year Degree

Salary: Based on experience and qualifications

To apply, send cover letter, resume and salary requirements to Executive Vice President and CEO Leslie Midgley at leslie@tlta.com.