

Job Description:

Director of Communications



Revision Date: December 2022



Reports to: General Manager



FLSA Status: Non-Exempt

HOAMCO Culture:

HOAMCO employees working within the Eldorado Community Improvement Association must be passionate about the Community Association mission, vision, and culture. The Director of Communications must be well-versed in not only HOAMCO corporate culture but also immersed in the ECIA culture. Team members are passionate, and work independently yet understand the value of teamwork. As a company, HOAMCO builds open and honest relationships through communication, and delivers exceptional customer service to each person with which we come into contact.

POSITION SUMMARY

OBJECTIVE: Responsible for the management and execution of effective communications with members of the ECIA HOA. Needs to demonstrate ability to reach diverse audiences comprising the Eldorado community. This includes the overseeing the following components:

Supervisory Responsibilities:

None.

Requirements:

Qualifications:

- Bachelor's degree in appropriate area required; Masters preferred.
- Minimum of 10 years' experience in communications, marketing, counseling, or similar field
- Experience with surveys/ focus groups, mentoring, consulting, coaching and customer relations is desirable.
- Proven ability and experience in written and oral communication and editing.

Responsibilities and duties:

Vistas

- Responsible for managing and working with third party layout contractor to ensure the quality and timeliness of monthly Vistas newsletter.
- Focus on it as a Board publication, to convey Board business, Eldorado info, HOA articles from HOAMCO; statutory requirement to communicate info to homeowners.
- Expected delivery to homeowners between 1st and 5th of each month.
- Publish Board Meeting Summary (President) and identify other optional articles from Directors monthly.
- Develop content for non-Board information from committees and knowledgeable residents; reduce amount of generic, non-ECIA content.
- Find ways to reduce costs – explore whether we can have members opt out of print to receive electronic copy only; edit for grammar/style, not content.

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Social Presence

- Manage ECIA's social presence
- Work with technical support staff to approve and edit content
- Review active link to reference content on website
- Identify content which should be included such as: pool information, broadcast information about events and key issues.

Member Relations

- Communicate internally with members through surveys, focus groups, e-Blasts
- *Actively seek email address for every member**
- Proactively inform community of key events/issues
- Increase community communications with the Board
- Host Welcome Events for new arrivals and Volunteer Appreciation Events
- Hold Special events such as July 4th picnic, 50th anniversary celebration
- Develop, and update as needed, a welcome letter that goes out month or two after the home closes so owners know about amenities and committees they can join

Web Content

- Actively work with technical staff to manage web content to include calendars/news items for timeliness and detail,
- Work with technical staff to ensure website has front-page link to a user form where authenticated members can provide feedback on any topic that is recorded with our response for historical evaluation and performance review.
- Prepare ECIA responses to user's email inquiries; work toward objective of responding within 24 hours of request.

All HOAMCO Employees Possess:

- Ability to consistently project a positive image of the Company.
- Ability to prioritize tasks in a fast-paced environment, while handling interruptions as part of the routine.
- Strong team player, willing to help out and assist others when needed.
- Highly effective interpersonal skills and the ability to work well with others.
- Strong sense of and high standard for customer service.
- An enthusiastic, professional, and positive demeanor.
- Integrity and credibility.
- Must be knowledgeable of the Association's Rules and Regulations.
- Must be able to resolve conflicts and handle complaints in a professional manner.

All Eldorado Employees Possess:

Team Member is sincere, friendly, and professional without appearing pretentious or overly informal. Team Member displays a sense of urgency and goes beyond "basic" job responsibilities to achieve guest satisfaction. Team Member uses the "Five Feet Greet" creating a positive environment.

- Phone calls are answered in three rings. Team member answers phone calls with hospitality phrase and the Team Member's name and identifies the caller's needs.
- If calls go to voice mail, they are returned within 30 minutes if message is left during club hours.
- If placing a caller on hold, the duration of the hold is less than 60 seconds.
- Team Member adheres to published grooming standards, including good hygiene habits, professional appearance, and neatly groomed hair.

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Job duties may be modified if necessary.

I have received, reviewed, and fully understand the job description for the Community Relations Coordinator. I further understand that I am responsible for the satisfactory execution of the essential functions described there in, under any and all conditions as described.

Employee Printed Name: _____

Date: _____

Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____