



Reid's Heritage Group Position Description

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| Position Title: | Communications Coordinator |
| Reports To: | Director, Marketing and Communications |

Job Purpose

In order to maximize the effectiveness of our department strategies, it is integral that the messages we are sending out to the public are consistent, professional, well-researched, timely and well-written. In order to utilize our existing communications tools (such as: our corporate website, community websites, editorials and the New In Homes service) RHG needs to improve our outreach by utilizing our current tools to full capacity. As we move our strategies to include more online and social media tactics, we need to be responsible for the messages we are creating and sending out to the public. RHG need to ensure consistency among these messages and across mediums. Further to this, we need monitor third-party usage of our brand and likeness. Any third party providing RHG with recognition (through a sponsorship, editorial, social media post, web update) needs to be monitored for accuracy and be kept up-to-date with any changes to our messaging or corporate likeness.

Duties and Responsibilities

- Coordinate blog content for RHG Internal blog
 - Maintain a tight schedule of department & community updates for RHG blog
- Coordinate blog content for RHC blog
 - Research, edit and post blogs for RHC
- Address info@heritagehomes.com requests within 24 hours as the primary contact person
 - Respond to public inquiries in a professional manner
- Update and maintain (sometimes daily) website content
 - Keep corporate web content fresh and timely
 - Post internally via Content Management System
- Research and provide news to New In Homes News on a weekly basis
 - Provide NIH with Editorials, News & Event Updates, Social Media Updates for further exposure on the NIH website
- Research and update corporate social media page 5 times per day
 - Research, compose and schedule posts of consumer-relevant content (supplier and product updates, division updates, homebuyer tips, etc.)
 - Utilize social media as a means to promote our suppliers and provide added value to our supplier relationships and RHH products overall
 - Re-post relevant content from community pages for cross exposure
 - Monitor community pages to ensure maximized usage
- Read and qualify newsletters sent to communicate@heritagehomes.com
 - Research & sign up for industry and supplier newsletters for use via social media
- Organize and manage a photo library
- Track corporate messaging and logo use
 - Ensure current content and best logo quality on sponsor/member websites, publications
- Write and submit award applications



- Research new, write submissions, apply to deadline and maintain database of past, current and prospective industry awards, publications, events, memberships, sponsorships for strategic involvement
- Organize and update a database of sponsorships and memberships
 - Ensure appropriate exposure, maximum benefit usage and manage renewals
- Track media exposure, update a file of media profile, and write media pitches
- Create effective internal Power Point presentation slide graphs, charts, etc.
- Address any "colleague brand ambassador" inquiries
 - Rewards efforts to colleague who take initiative to pick up signs in communities
- Serve as a brand ambassador at promotional events
 - Attend promotional events as required

Qualifications

Experience that proves the candidate is highly organize, efficient, can prioritize effectively, and works well under pressure to tight deadlines.
Diploma or degree in Journalism, Communications, Bachelor of Arts, Sociology, Psychology or Marketing, may prove to be an asset.
Microsoft Office skills are required.
Solid understanding of Public Relations, Customer Service and Social Media is required.

Working Conditions

Occasional weekend and/or evening work may be required.
At times, there may be several projects to execute at once, thus causing a higher degree of stress and pressure to meet deadlines.

Physical Requirements

Majority of the work day will be spent at a desk, working on a computer.
Ability to lift up to 30lbs required occasionally.

Direct Reports

Director, Marketing and Communications

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| Approved By: | <i>Signature of the person with the authority to approve the job description</i> |
| Date Approved: | <i>Date upon which the job description was approved</i> |
| Reviewed: | <i>Date when the job description was last reviewed</i> |