

Texas Land Title Association

Communications Manager Position

Position Description for Communications Manager:

The Texas Land Title Association is looking for a communications team player with excellent writing and communication skills. This Austin-based position serves on a three-member communications team and manages all communications, social media, publications and marketing materials for one of the state's oldest trade associations, serving approximately 13,000 title insurance professionals across Texas.

Key responsibilities include:

1. Assist all departments by creating/updating communications and marketing materials including researching, writing and editing.
2. Research, write, edit and distribute TLTA communications and social media posts, including e-newsletters, legislative updates, annual reports, breaking news, educational promotions and compliance updates.
3. Manage the marketing/PR calendar and external email communications with members, tracking results and monitoring/reporting on trends.
4. Develop written materials on complex issues (e.g. key messages, Q&A, speeches, press releases, handouts for members and the public).
5. Work closely with the Web and Graphics Specialist to update main the TLTA website and event pages, email blast templates and other communication collateral.
6. Manage ongoing and event-specific social media.
7. Manage advertising for TLTA.com, membership directory and other publications.

Essential Experience, Skills and Competencies:

- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing or a related field.
- A minimum of 5 years of experience in communications, writing or marketing.
- Exceptional writing, proofreading and editing skills.
- Demonstrated organizational skills and an ability to manage multiple deadlines and projects with minimal oversight.
- Strong customer service values.
- Strong presentation and analytical skills.
- Great attitude and positive interpersonal skills.
- Ability to work collaboratively across all functional areas of the organization.
- Able to quickly assimilate information to communicate it effectively.
- Ability to remain flexible, adapting to changing priorities and thriving in a fast-paced work environment.
- Experience using email marketing software.

Organization Background:

The Texas Land Title Association (TLTA) is a statewide trade association representing the title insurance industry in Texas. Based in Austin, the 109-year old organization serves approximately 13,000 title insurance professionals involved in the safe and efficient transfer of real estate. TLTA offers its members a comprehensive set of programs and services, including: a strong legislative and regulatory advocacy and compliance program on the state and federal levels; extensive professional development

and continuing education programming, including three professional certification designations; and a communications program that includes e-newsletters, technical publications, a website with industry resources and tools, as well as public relations programming to promote the value of the industry. The association has an annual budget of \$3M and a staff of 11. www.tlta.com

Full-time salary based on experience. Overall benefits package in line with similar organizations.

To apply, send cover letter, resume and salary requirements to Linda Timmons at linda@tlta.com.