



The Building Industry Association of Clark County is a trade association representing over 12,000 employees in the construction industry. The BIA serves the interests of all businesses involved in land development and construction.

Position: Communications & Education Program Manager

Reports to: Executive Director

Responsibilities:

Marketing and Communications (75% of position)

- Oversees all internal and external communication for BIA, ensuring brand and message consistency.
- Develops and maintains a comprehensive marketing and communications plan for the BIA.
- Serves as liaison between BIA, the media, and industry/community partners.
- Prepare news releases and/or op-eds on a regular basis. Authors BIA's monthly guest column for Vancouver Business Journal.
- Manage written responses to situations or issues which affect industry perception and reputation.
- Website management for BIAofClarkCounty.org, ClarkCountyParadeofHomes.com, TheNewHomesTour.com, and RemodeledHomesTour.com.
- Serves as managing editor of the BIA newsletter by writing, obtaining, and editing articles.
- Compiles industry updates, upcoming events, and relevant information. Creates and schedules distribution of weekly email to members. Utilize audience segmentation as needed.
- Oversees email marketing contact list and ensures edits to member records are completed in a timely manner.
- Creates content and schedules posting of all social media content (including paid ad campaigns) for BIA, home shows, and committees/councils.
- Oversees, authors, and edits content for all BIA publications including Member Directories and Home Show magazines.
- Manages in-house creation of BIA marketing materials (including but not limited to event graphics, signage, membership drive materials, promotional videos, and virtual home tours).
- Serves as staff photographer at all BIA events. Posts event photo albums on BIA social media. Maintains internal system of filing photos.
- Establish metrics, track progress, and develop tools to improve marketing and communication effectiveness.
- Provides member outreach assistance for the Government Affairs Coordinator.

Education (25% of position)

- Coordinates the BIA's education program to include scheduling in-person and virtual classes, and marketing classes to the membership.
- Serves as industry liaison for workforce development initiatives and provides primary staff support to the Building Futures Foundation's Scholarship Committee:
 - a. Serves as administrator for the Scholarship Committee, which entails record keeping and following-up on committee requests.
 - b. Maintains the Scholarship Fund and coordinates the annual fundraising campaign or event (setting the budget, coordinating fundraising activities, etc.)
 - c. Coordinates the distribution, advertisement (including outreach to schools), and review of the scholarship applications.
 - d. Coordinates the Scholarship Award ceremony.
- Other duties as assigned.

Qualifications & Requirements:

- Candidate must have demonstrated understanding of marketing and communication functions in a professional business setting.
- Strong attention to detail. Demonstrated ability to manage multiple demanding initiatives concurrently, balancing multiple priorities, working with minimal supervision, and meeting deadlines in a fast-paced, deadline-oriented environment is required.
- Excellent writing and communications skills, including via phone, in-person, and email.
- Proficient in Microsoft Office Word, Excel, PowerPoint, and Outlook.
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) product knowledge is preferred. Exceptions will be made for experience utilizing comparable graphic design software. Video production skills are a plus.
- Knowledge and experience with WordPress, social media platforms (Facebook, Instagram, etc.) and digital advertising implementation (such as Google Ads), email marketing, and Search Engine Optimization are preferred.
- Project management and stakeholder management experience a plus.
- Willingness to stay abreast industry trends and technology is a plus.
- Requires 3-5 years with demonstrated successful track record in a similar position.
- Requires BA/BS degree in communications, marketing, political science, or related field.

Working Conditions:

- Full-time, Salaried, Exempt position
- Minimum 40 hours per week
- Required attendance at evening meetings and events
- Limited local travel is required
- May be required to lift boxes up to 20 lbs.

Compensation:

Annual Salary Range \$50,000 - \$60,000

Salary commensurate with experience. Benefits include health insurance and HSA plan, 401k retirement

plan with employer match, paid vacation and 8 paid holidays per year.

To apply, send a cover letter, resume and writing samples to Bart Hansen, Executive Director, at Bart@biaofclarkcounty.org