

## **SNHBA Community Relations Manager**

---

The Community Relations Manager is responsible for planning and executing pertinent plans that increase the profile of the association, industry, HomeAid of Southern Nevada. This includes traditional press relations activity, internal association publications and communication as well as outreach to key community leaders to execute strategic plan. The Community Outreach Manager will also be the point person for workforce development efforts.

### **JOB RESPONSIBILITIES:**

#### **Press Relations:**

- Create and execute Press Relations strategy
- Generate press releases and industry publication content
- Assist in creation and execution of HomeAid PR strategy
- Manage social media accounts
- Maintain press list
- Cultivate content for SNHBA and HomeAid websites
- Design and manage community impact program in coordination with Director of Government Affairs

#### **Community Outreach:**

- Align volunteer programs, charitable giving, association participation in community conversations and HomeAid activities with strategic plan
- Create and execute plan to strengthen key partnerships with community leaders and industry partners
- Assist HomeAid project selection committee, fundraising and grant writing as needed

#### **Workforce Development:**

- Assist members in development of apprenticeship and job-training programs
- Assist in developing online job bank
- Attend community events and promote workforce development program
- Design and manage data tracking through program pipeline from community partners, participants and employers
- Strengthen relationships with community partners that represent areas of opportunity for prospective employees

**Communications:**

- Develop and execute plan for audience-specific member communication and outreach
- Staff liaison for Sales and Marketing and Workforce Development Committees
- Light Speechwriting for press events and SNHBA award ceremonies
- Develop and implement member recognition/retention program in partnership with Association Manager

**Administrative Responsibilities:**

- Assist Association Manager with events, including biannual golf tournament and HomeAid events
- Assist in Silver Nugget planning and coordination
- Quality check association content before publication

**Position Requirements:**

- Highly motivated and detail oriented
- Outstanding written and oral communication skills
- Strategically inclined – manage multiple, priority projects; prioritizing, time management
- Proven ability to manage relationships in a professional volunteer setting
- Proficient in social media/email platforms and MS Office: Word, Excel, Publisher, Outlook
- Commitment to making Southern Nevada a better place by giving others an opportunity to succeed and members and opportunity to positively impact our community
- Nevada driver's license and reliable transportation required.

**Salary and Benefits:**

- Competitive annual salary commensurate with experience
- Generous health and retirement benefits
- Paid vacation

Reports to the VP of Government and Community Relations

Please send resume to: [matt@snhba.com](mailto:matt@snhba.com). Subject: Community Relations Manager