

JOB DESCRIPTION

Job Title: Director, Professional Development & Broker Outreach

Date Prepared August 17, 2026

Department: Member Services

Reports to: Chief Member Engagement Officer

MNR Organizational Overview

Minnesota Realtors® is a non-profit organization dedicated to helping the state's real estate professionals thrive and grow their businesses. Founded in 1919, Minnesota Realtors® is one of the oldest professional associations in the state.

By uniting and empowering Realtors®, we help build a more prosperous industry and higher quality of life for everyone who calls Minnesota home. We proudly serve 21,000+ Members through:

- Advocate for laws that support our industry, and help more Minnesotans find homes
- Offer legal support, and facilitate ethics hearings and arbitrations
- Providing continuing education for professional development
- Strengthen, uphold, and teach the Realtor Code of Ethics
- Host Events and Networking Opportunities.

Director, Professional Development & Broker Outreach

Creates the vision for the Professional Development Department in support of the Minnesota REALTORS® Strategic Plan. This includes creating, planning, organizing, and directing all aspects of professional development for over 21,000 REALTORS® throughout the state of Minnesota. This position reports to the Chief Member Engagement Officer and has one direct report.

Responsibilities include (but not limited to):

- Strategically review the current educational opportunities that are offered and continue to grow and evolve education for the membership that is interesting and current.
- Create, develop, and execute an education plan/program for all types of classes – classroom, on-line, live-streaming, webinars etc.
- Manage the program within the framework of the annual budget.
- Maintain, update, and create new courses for the GRI (Graduate, REALTOR® Institute) curriculum accreditation with the National Association of REALTORS® as well as new courses to cover a variety of topics
- Negotiate contracts and fees with outside subject matter experts as instructors and speakers for professional courses and other education offerings; continually monitor their effectiveness
- Recruit, research and hire new instructors for courses and course subject matter
- Collaborate with the Marketing Communications Team for the creation and execution of marketing materials that will engage members and increase attendance at offerings.
- Monitor continuing education marketing to comply with Department of Commerce Statutes

- Form partnerships with local associations to schedule classes throughout the state when necessary
- When applicable, create an instructor development workshop to ensure the highest quality education
- Maintain the LMS system including both live and on-demand classes in the LMS
- Serve as the staff liaison to the Professional Development Committee, its multiple subgroups and any additional duties as assigned by the CEO
- Advise/recommend articles and other content for marketing efforts
- Be “in the know” of the industry trends and legal developments so the association can provide up-to-date programs
- Assist with planning and execution of the annual UNITE convention, including researching, contracting and being the point of contact for convention speakers
- This position requires some national and regional travel to conferences and educational programs

Managerial Responsibilities:

The Director, Professional Development serves as the manager to the Membership Coordinator in conjunction with the Chief Member Engagement Officer. In this capacity the director will oversee the following:

- Submission of course applications to the MN Department of Commerce for continuing education credit approval; preparing outlines and class materials required to meet the needs of the MN Department of Commerce
- Collaborating with the MN Department of Commerce in creating the annual Required Module
- Supervise the processing of GRI applications and new designees
- Supervise LMS responsibilities
- Supervising the preparation of class materials, sign-in sheets, attendance monitoring etc.
- Ensuring the timely uploading of accurate and timely student CE completions to the DOC portal
- Assist other departments as assigned
- Other duties may be assigned to meet business needs

Broker Outreach

Broker Outreach plays a key role in building, nurturing, and expanding relationships with real estate brokers and agents. This function focuses on increasing engagement, promoting Minnesota Realtors services, gathering Broker feedback, and ultimately building Broker/Association relationships through strategic partnerships with brokerage firms.

- Develop and execute a comprehensive broker engagement strategy to strengthen relationships between the association and brokerages of all sizes and business models.
- Serve as the primary contact for brokerage leadership, providing personalized outreach, support and follow-up to enhance broker participation in association initiatives and

programs.

- Create quarterly Broker Forums
- Plan and execute annual Broker Summit event
- Conduct regular broker meetings, office visits and “town hall” sessions to receive feedback, share information, and identify opportunities for collaboration.
- Collaborate with internal departments such as operations, government affairs, communications, risk management and professional development to coordinate projects based on the needs of the broker.
- Assist in the development of broker-focused resources, toolkits, communications and event programming.
- Participate in relevant industry events and maintain awareness of state and national real estate trends impacting brokerages.
- Occasional evening or weekend hours may be required for association functions or meetings.

Qualifications:

Required

- Bachelor’s Degree or equivalent experience
- Six plus years of experience in an education or professional development position
- Experience in course creation and accreditation
- Strategic thinker with a proactive approach to relationship-building and problem-solving
- Knowledge of Learning Management Systems
- Ability to manage multiple priorities, while being responsive to the needs of members.
- Demonstrated exceptional interpersonal, analytical and communication skills
- Collaborative person who can work with other departments and staff to create the best possible programs

Preferred

- Association experience or knowledge
- Efficient in MS Office Products and ability to learn new software tools