



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

Marketing & Communications Associate

Greater New Braunfels Chamber of Commerce, Inc.

Summary

You are responsible for supporting the Chamber's marketing and communications efforts in alignment with our mission and strategic directions. You will work as part of the Marketing & Communications Department to develop and implement strategies that accomplish the organization's goals. This includes, but is not limited to, creating and distributing marketing materials, tracking and reporting on performance and maintaining a strong social media presence.

About the Chamber

We are a membership organization that represents more than 1,600 local businesses. We partner with the public sector to administer tourism marketing and job growth for the community. We work to strengthen the local economy, advocate for our members and the community, advance community excellence, and deliver value to our members.

Roles and responsibilities

Core roles and responsibilities

- Manage a content calendar across outbound email, social media, website, and other channels
- Collaborate cross-departmentally to develop creative and relevant content that aligns with the Chamber's mission and strategic directions
- Create written and visual content
- Monitor social media platforms and develop new ideas to enhance customer engagement and awareness
- Assist with the Chamber's media relations including writing, proofing and distributing news releases and articles
- Manage the Chamber's website, ensuring accurate and up-to-date content

Additional roles and responsibilities

- Provide support for Chamber events, programs and initiatives including assistance in planning, scheduling and communicating to the appropriate audience
- Assist all departments with implementing marketing and communications needs
- Photograph events for use in newsletters, social media, website, etc.



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

Qualifications and skills

Knowledge, skills and attributes

- Proactive, strategic, adaptable and self-starting
- Collaborative: skilled at developing and maintaining effective working relationships with colleagues, managers, volunteers and partners
- Excellent written and verbal communication skills
- Skill in organizing workflow and managing multiple projects

Education, experience and certifications

- Bachelor's degree in marketing, journalism, advertising, communications, or related field
- Work experience in marketing and communications or a similar role
- Any combination of education and experience may be considered as a substitute for a degree or work experience
- A valid driver's license

Additional information

- Reports to: Vice President, Advocacy & Outreach
- Location: New Braunfels, TX
- Time: Working hours are typically M-F 8-5, however some nights and weekends are required
- Work is performed in an office setting, off site, and at special events

Applicants should send a cover letter and resume to:

Alyssa Coker
Vice President, Advocacy & Outreach
Alyssa@InNewBraunfels.com