



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

Communications Coordinator

Job title:	Communications Coordinator
Department:	Communications
Reports to:	VP – Communications & Government Relations
Summary	
<p>The Communications Coordinator is responsible for supporting the Chamber's marketing and communications efforts in alignment with our mission and strategic directions. The coordinator will work as part of the 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.</p> <p><u>About the Chamber</u> 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.</p>	
Roles and responsibilities	
<p><u>Essential job functions:</u></p> <ul style="list-style-type: none">• 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 <p><u>Additional responsibilities</u></p> <ul style="list-style-type: none">• Support Chamber events, programs and initiatives including 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.	

Qualifications and skills

Minimum qualifications

- 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

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

Working conditions and physical demands

- Prolonged periods of sitting at a desk and working on a computer
- Repetitive motions, including but not limited to typing or writing
- Listening/hearing and receiving detailed information through oral communication, including over the telephone
- Seeing details of objects and print, to include fine print and to include both electronic and hard copy text
- Must be able to lift and carry up to 40 pounds

Applicants should send a cover letter and resume to:

Alyssa Coker
Vice President, Communications & Government Relations
Alyssa@InNewBraunfels.com