

## JOB DESCRIPTION

**Position Title: VP – Advocacy & Outreach**

**Reports to: President**

**Principal Accountabilities:**

- Staffs: Rap Council  
Military Affairs  
Government Affairs  
Hispanic Business Alliance  
NB Jaycees
- Oversee and manage the Chamber's Strategic Communications Plan including research, writing and content development for all Chamber marketing and communications vehicles.
- Write copy for invitations, reports, brochures and materials, ensuring consistency of message and coordinate creative.
- Proof copy for all projects prior to print.
- Develop and coordinate the Chamber's external marketing campaign.
- Manage the Chamber's media relations activities, including writing and distributing news releases to the media and coordinating Chamber news conferences and briefings.
- Assist all Chamber departments with developing and implementing marketing, sales kits, and communications plans for Chamber events and programs.
- Manage Public Relations budget
- Oversees and supervise the Communications Coordinator.
  
- Brand Stewardship
  - Ensure all products and marketing material conforms to brand identity.
  - Manage all internal and external graphic design/art projects.
- Advertising
  - Develop plans and budgets to increase exposure to new markets
  - Work to apply best practices in content using SEO and SEM.
- Membership Program
  - Work with Director of Membership and other management team members to develop and manage marketing strategies to improve the success of the membership program.
  
- Communications / Media Relations
  - Provide support in defining the value proposition of the organization.
  - Develop and manage materials (presentations, annual report).
  - Develop media relations strategy and execute plan.
  - Manage social media channels and develop strategy.
  - Manage content and build traffic on website.
  - Develop and manage communications plan and calendar.
  
- Metrics & Reporting
  - Track metrics and success criteria for all marketing programs and activities.
  - Prepare and deliver reports on the status of all marketing programs and initiatives to management on a monthly basis.
- Communications Strategies
  - Create a comprehensive communications and public relations program, including the development of strategic and annual operational plans that will enhance the organizations

image and position within its local community and facilitate internal and external communications.

- Collaborate with divisions of the organization to highlight and disseminate the ongoing achievements in each of its service areas.
- Manage the developments, distribution, and maintenance of all communication products including, but not limited to, speeches, news releases, annual reports, articles/editorials, key messages, position papers, brochures and employee communications.

**Event/Program Promotions:**

- Manages and implements integrated marketing/communications plans for major Chamber events/programs/initiatives. Related duties often include but are not limited to designing and/or conceptualizing invitations and collateral pieces; coordinating related media efforts; coordinating advertising, etc.

**Additional Required Duties/Activities:**

- Coordinates printed annual report of Chamber accomplishments and all other video production service for the Chamber Annual Meeting.
- Coordinates any intern programs in marketing and communications.
- Assists with the development of the communications and external marketing Plan of Action and department budget.
- Provides advice and counsel to Chamber members in communications activities.
- Attends and works various Chamber special events and events responsible for promoting.
- Attends monthly Board of Director meetings.
- Attends weekly staff manager meetings.
- Attend monthly staff meetings.
- Demonstrates knowledge of essential Chamber database functions.
- Performs other tasks as outlined by the President.

**Content Development for [www.innewbraunfels.com](http://www.innewbraunfels.com) and Other Chamber Websites:**

- Develop content for websites, including individual page content, organizational blog postings.
- Work with all departments – divisions – silos to ensure all content is up-to-date.

**Education/Experience:**

A minimum of a bachelor's degree or 10+ years' experience in a field related to program management experience. Ability to work with Chamber staff, ability to handle diverse duties; and have ability to work under pressure. Must be able to effectively deal with volunteers, the media and the public in a congenial manner. Ability to perform duties with minimum supervision is required.

Salary commensurate with experience. Planned start date: April 1, 2020. Health insurance, vacation, sick leave, holidays, 401K contributions. Exempt.

**Send resumes by March 16, 2020 to:**

President  
GNBCC, Inc.  
P O Box 311417  
New Braunfels, TX 78131-1417  
Or, to: [Michael@innewbraunfels.com](mailto:Michael@innewbraunfels.com)