

OPEN

Position Title: **Communications Coordinator**

Reports To: **Vice President – Advocacy & Outreach**

Summary of Position:

The Communications Coordinator works directly with the Vice President of Advocacy and Outreach to manage the Chamber's overall communications efforts specified by the Chamber's Plan of Action and the Strategic Communications Plan. This position's primary responsibility is to implement communications and marketing plans, tactics, campaigns and strategies to help accomplish the organization's overall communications and marketing goals, including electronic strategies and website integration for Chamber webpages.

The Communications Coordinator supports staff to promote project efforts, inform key audiences, and protect and advance the organization's brand. The position helps implement a range of communications for all programmatic and administrative units and organization projects. Expertise includes: message development, editorial support, design and creative services, electronic strategy integration and social media.

Principal Accountabilities:

- Assist in implementation of 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.
- Implement the Chamber's external marketing campaign.
- Manage the Chamber's media relations activities, including writing and distributing news releases to the media and responding to media information requests.
- Assist all Chamber departments with implementing marketing, sales kits, and communications plans for Chamber events and programs.
- Copy writing for news articles, blog posts, website content, social media posts, newsletters, marketing materials and membership collateral.
- Administration of social media accounts to include Facebook, Twitter, Instagram, LinkedIn, and YouTube, and utilization of Hootsuite to schedule posts. Creation and implementation of a weekly social media calendar.
- Creation and distribution of weekly newsletter including writing articles and preparing images.
- Creation and distribution of targeted and broadcast text messages and maintenance of the text messaging software database.
- Maintenance of Chamber webpages to updating content when necessary.
- Marketing activities to include social media advertising and search engine advertising.
- Maintenance of membership email database.
- Assistance with completion of quarterly dashboards to monitor organization's progress on the Strategic Plan and Plan of Action.

Required Skills:

- Self-sufficient with skills to organize and complete multiple tasks in an efficient and effective manner.
- Excellent written and verbal communications skills and attention to detail.
- Ability to work under pressure and meet deadlines.
- Ability to produce high quality work.
- Experience with Microsoft Office Suite (Outlook, Excel, PowerPoint, and Word).
- Experience with social media platforms to include Facebook, Twitter, LinkedIn, YouTube and Instagram.
- Must be able to responsibly use internet, email and social media platforms.
- Present a neat and professional appearance.
- Versatile, able to perform a variety of tasks.
- Knowledge of best practices in modern communication.
- Fast-learning with the ability to quickly learn new software and programs.

Preferred Skills and Experience:

- Bachelor's Degree in Communications, Marketing, Advertising, Public Relations, Journalism, or a related field.
- At least 1 year related work experience.
- Experience in Adobe Creative Suite (Photoshop, Illustrator, and InDesign), Hootsuite, Mailchimp, Eventbrite, and other relevant software programs.