



## **Chamber seeking dynamic marketing and communications professional to join team.**

### **Position: Communications & Marketing Director**

**JOB SUMMARY:** This position reports directly to the Chamber President.

#### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

The base hours of this position are 8 a.m. – 5 p.m. Monday through Friday with the requirement to attend after and before hours Chamber functions.

**JOB LOCATION:** The office for this position is located at the Chamber offices, 416 North Ashley Street.

#### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

##### **Communications:**

- Responsible for developing and carrying out a communications strategy for all Chamber programs, consistent with the annual Communications Plan and Style Guide
  - Write feature stories for print media and online as needed throughout year
  - Submit guest editorials on behalf of others as needed throughout year
  - Write press releases and follow-up stories on events and activities
- Coordinate and carry out a strategic communications and public relations program for the following Chamber programs:
  - Chamber Spectrum Benefits with Taylor Insurance and ensure that written quarterly reports are provided for Progress Digital
  - Coordinate ongoing marketing program for DRUGS DON'T WORK
  - Coordinate ongoing marketing program for Valdosta Young Professionals
- Coordinate and carry out a strategic communications and public relations program before and after the following Chamber events and activities:
  - "Poppin' In To Say Thanks" (January)
  - Business Outlook Breakfast (January)
  - Chamber Annual Awards Dinner (February)
  - Annual Economic Summit (September)
  - Business Expo (September)
  - Golf Tournament (October)
  - Business After Hours (8-10/year)
- Fully utilize all donated media resources from our annual Media Partners
- Coordinate and distribute weekly e-newsletter, Valdosta Chamber Weekly
- Recruit and supervise at least one VSU intern per semester to assist with routine communications functions:
  - Leading Business of the Week stories for VDT, online and social media
  - Weekly e-newsletter
  - Simple last minute e-blasts, etc.
- Create graphics and content for Chamber Annual Awards and other events
- Create and maintain all content on Chamber website
- Maintain all Chamber social media channels (Facebook, Instagram, Twitter, LinkedIn, Flickr, Youtube)
- Act as liaison with Growth Zone
- Coordinate and solicit paid e-blasts
- Produce and release 4 quarterly issues of Progress Digital
- Plan and coordinate biweekly radio sessions for Talk 92.1

- Create annual “Promotion In Motion” sponsorship guide
- Coordinate Small Business of the Month/Year nominations, judging and presentations
- Coordinate Corporation of the Quarter/Year nominations, judging and presentations
  - Coordinate media communication following each announcement of winners
  - Secure plaques for each presentation
- Coordinate Ambassadors Committee
  - Schedule all Ambassador events (i.e. Leading Business of the Week, Ribbon Cuttings, Ground Breakings, Quarterly Awards)
  - Communicate all event dates to Ambassadors
  - Attend and orchestrate all events with Ambassadors (i.e. photography, scissors, ribbon, banner, shovels)
  - Keep up with attendance points
  - Coordinate releases for each activity; i.e., Ribbon Cuttings, Leading Business of the Week, etc.
- Lead the Valdosta Young Professionals Program in tandem with the Membership & Events Director

**MINIMUM POSITION REQUIREMENTS:** Prefer minimum of a Bachelor’s degree in public relations, marketing or related field

- Prefer minimum of 3 years’ experience in sales, public relations and marketing with a proven record of success
- Must have excellent communication skills (written and spoken)
- Must have excellent computer skills (Microsoft Office Suite, Outlook Excel, etc.) social media skills (Facebook, LinkedIn, Twitter, Instagram, etc.) and other electronic communication skills (Constant Contact, Canva, Survey Monkey, YouTube, etc.)
- Prefer experience with Adobe Suite
- Must understand the importance of professional dress, demeanor and behavior
- Must have reliable transportation and a current valid driver’s license and clean driving record if driving a vehicle

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the essential functions of this job, employee is occasionally required to stand, walk, sit, drive a vehicle, use hand-to-finder, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, balance, stoop, kneel, crouch or crawl, talk or hear, taste or smell. The employee must occasionally lift and/or move up to 25 pounds and is required to ask for help in lifting more than 25 pounds. Specific vision abilities required for the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

**WORK ENVIRONMENT:** Work environment characteristics described here are representative of those by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is not exposed to weather conditions. The noise level in the work environment is usually moderate. Position requires ability to move throughout the Chamber’s service area to meet with Chamber members in their places of business.

**BENEFITS:** Health/dental/vision/life insurance, 401K and paid time off

Salary Commensurate with Experience

Interested applicants should send their resume and cover letter to Chamber President, Christie Moore, [cmoore@valdostachamber.com](mailto:cmoore@valdostachamber.com).