



Communications Manager

Position Objective: To present the Gilmer Chamber and the Gilmer County community in an effective, professional manner throughout multi-media channels. The Communications Manager will also serve as a brand manager for the chamber and community.

This position will be responsible for the development of various e-newsletters, web content pieces, social media posts and pictures, blog content, print pieces, as well as support the ongoing need for quality digital assets (photos, videos, infographics, live streaming, etc). He/she will also be the primary support person for all website support.

Essential Functions:

- Assist President in creation of annual tourism marketing plan
- Promote and manage several social media outlets including Facebook, Twitter, LinkedIn, Pinterest, Instagram
- Serve as primary staff responsible for website content and maintenance
- Design and produce print marketing materials for Chamber benefits, events, and promotions with membership manager
- Design and produce print marketing materials for tourism assets and events with tourism manager
- Create, curate, distribute, and promote engaging photo and video content for the chamber's website and social platforms
- Track and report on website and social media engagement
- Create, edit and track performance for all e-newsletters and email communications
- Prepare reports on current marketing and promotional endeavors
- Oversee adherence to the organization and community graphic standards and policies across all collateral and marketing mediums
- Assist with chamber and tourism events as needed for content creation
- And other duties as assigned.

Education and Sills Required:

- Bachelor's degree in related field such as business, marketing, communications, public relations. Experience in lieu of degree may be considered.
- Strong technical skills in the area of graphic design, website maintenance, content creation
- Strong communications and public relations skills coupled with the ability to influence others in a positive manner.
- Ability to coordinate and track multiple, ongoing projects and meet deadlines
- Ability to work independently with minimum supervision or within a team environment

Job Knowledge:

- Proficiency with Microsoft Office suite
- Website creation/maintenance skills, preferably experience with Joomla based sites
- Strong writing skills and experience with popular and emerging social media platforms, blogging tools and publishing software
- Basic graphic design experience preferred
- Basic video production/editing experience preferred
- Skilled in Google Analytics and or other reporting mechanisms
- Experience in facilitating paid marketing efforts of Facebook/Instagram preferred

The above position description and qualifications necessary are guidelines and are not intended as, nor should be construed as, exhaustive of all responsibilities, skills, or efforts of the position.

Salary commensurate with experience. Benefits include PTO, holiday pay, dental/vision insurance and flexible schedule.

Position available until filled. Please submit resume with cover letter to chamberresumes@gmail.com or mail to:

Gilmer Chamber
Attn: President
PO Box 505
Ellijay, GA 30540.