



Greater Dalton Chamber

Position:

Marketing & Communications Director

Vision: Greater Dalton will be the first choice to live, work, play, and do business.

Mission: The Chamber will serve our members by catalysts for economic growth, workforce and leadership development, and quality of life improvements in our community.

Title: Marketing & Communications Director

Reports To: President & CEO & Executive Director of Believe Greater Dalton

Position Scope

The Marketing & Communication Director is an integral team member responsible for directing the Chamber's communications, marketing, and public relations strategies and practices. The Marketing & Communications Director will manage a comprehensive communication program and collaborate with community partners to raise Dalton's profile with local, regional, and national stakeholders and audiences for both the Chamber and Believe Greater Dalton which is a strategic plan for our community led by the Greater Dalton Chamber.

Work includes integrating and implementing a broad range of marketing and public relations activities relative to the strategic direction and positioning of the organization and its leadership. As an ambassador for the organization, this individual builds relationships with media, investors and members, regional business and government representatives, contractors and vendors, the Chamber Board of Directors, Believe Greater Dalton Co-Chairs, and other key stakeholders to advance the organization's position and area's economic ecosystem.

Essential Duties and Responsibilities

- Develop and deliver a strategic communications plan to enrich the Chamber and Believe Greater Dalton's brand locally, regionally, and nationally and elevate perceptions of Dalton's business climate, investment opportunities, and quality of life.
- Set strategic direction for communications tactics and content: websites and blogs; social media; email marketing; publications, reports, newsletters; news releases; paid media; video; media placements; etc. for both the Chamber and Believe Greater Dalton.
- Create internal and corporate communications policies and practices to support the organization's vision, mission, and values, and ensure consistent standards across channels and in the community.
- Set current and long-term goals, measure programming, track objectives, and report on communications metrics.
- Counsel the staff and Board of directors on best public relations and communications practices.
- Work with contracted PR agencies to share storylines, advance pitches, direct paid media campaigns, and develop collateral materials.
- Consult with interdepartmental stakeholders (business development, membership, events, government affairs, and other organizations) to create effective strategies and tactics supporting organizational and specific program goals and objectives.
- In concert with the President & CEO, develop and implement communications to the Chamber Board of Directors and top investors.
- Write scripts for Chamber and Believe Greater Dalton events and speaking engagements. Ensure Chamber and Believe Greater Dalton representatives are coached and prepared for public meetings and media interviews.
- Lead proactive communications to and cultivate relationships with the media, oversee press events and act as spokesperson when needed.
- Manage the departmental operations – budget, resources, agency contracts, and growth opportunities.
- As needed, perform hands-on work on tactics, events, and other organizational programs and activities.
- Committee Responsibilities – Provides staff support, including the preparation of agendas, minutes, and performance of duties specifically related to the following governing bodies and committees:
 - Marketing and Events
 - Task Force as assigned
 - Other committees as assigned

Education and Experience

- Bachelor's degree in communications, public relations, marketing, or related field is required. One to three years of experience in marketing, communications, or journalism. Similar work in a corporate communications department or membership organization is acceptable.

Required Knowledge, Skills, and Abilities

- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications.
- Demonstrated skill and comfort in proactively building relationships with diverse audiences and stakeholders at various levels of leadership and influence.
- Innovative thinker with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem-solving skills.
- Ability to make decisions in a changing environment and anticipate future needs.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact strategy and tactics.
- Excellent written and verbal communication skills and extraordinary attention to detail.
- Practical experience building and delivering senior-level communications.
- High proficiency with Microsoft Office, Adobe Creative Suite, web content management systems, and video production tools.
- Mature, self-aware, responsive to editing and critiquing of work.

Work Environment

Typical office environment for daily operations. Participation or attendance may be requested at events during evenings and on weekends.

How To Apply

Please submit a cover letter, resume, and salary requirements to Jason Mock at

mock@daltonchamber.org