



Ada Area Chamber of Commerce: Communications/Marketing Coordinator

Reports to: CEO/President

Summary. The Communications/Marketing Coordinator will play an essential role in the success of the Chamber. The Communications/Marketing Coordinator will manage the reception operations. They will oversee communication efforts of the Chamber through all communication platforms (website, e-communications, social media, press releases).

JOB duties and responsibilities include but are not limited to:

Required Knowledge, Skills, and Abilities:

- Excellent communication skills, including writing, proofreading skills, and speaking
- Strong knowledge of social media platforms and willingness to learn and study new social media platforms
- Willingness to learn multiple web-based platforms: Constant Contact, GrowthZone, Survey Monkey, Canva, and more
- Ability to think on your feet
- Comfort in a working environment that is constantly changing
- Ability to manage multiple projects and work assignments from a variety of staff, committee members and volunteers
- Excellent interpersonal skills both in person and by phone, with high professionalism
- Ability to accomplish projects with little supervision, staff is here to clarify learning process and help
- Promotional skills and public engagement utilizing social media platforms, email marketing tools, website updates, sign up genius, interpersonal contact with local media, businesses, community organizations, and residents
- Superior customer service ethic and high expectations for quality

Physical Requirements:

- Must be able to lift 30 pounds at a time
- Ability to work extended hours if needed
- Ability to work occasional weekends and evenings to accommodate events Job

Type: Hourly

Pay: \$10-\$13

Schedule:

- 20-30 per week
- As approved by CEO

Education:

- Bachelor's Degree (preferred)

Work Location:

- Chamber Office
- Community

Primary Responsibilities:

- Accurately design and send email news to the membership highlighting upcoming Chamber programs, events, and activities
- Prepare annual renewal packet information
- Welcome and assist members and visitors and field incoming calls
- Participate on event committees throughout the community as directed by CEO/President
- Development of and adherence to, efficient and detailed program timelines to ensure successful program execution. Program timelines include such things as timeframe for sponsorship, marketing, production time, participant/speaker notice, event agenda, and event location
- Assist in developing goals, objectives and actions to be adopted by AACOC board of directors in its annual strategic plan.
- Accomplish completion of adopted goals, objectives, and actions as directed by CEO/President
- Track success of e-blast, campaigns, website analytics, and social media engagement
- Answer telephone calls/emails and respond to customer inquiries
- Clip relevant news articles from newspapers and organize in notebooks
- Compile/Collect online directory information from members to help populate interactive online directory
- Work registration at various Chamber events as assigned as directed by CEO/President
- Conduct research as directed by CEO/President
- Assist in other aspects of Chamber operation as deemed necess

Social Media:

- Promote the Chamber's activities throughout all social media platforms daily
- Seek new and emerging platforms that further promote the Chamber
- Work on building our Twitter, Facebook, Instagram, etc. followers.
- Enhance and customize profiles and pages on new and existing social media
- Video: Assist with building video content for marketing messages and developing the AACOC YouTube account.

Public Relations:

- Develop sponsorship/advertising/funding opportunities and solicit sponsors/advertisers. Including assistance on seeking auction donations
- Ensure post events communications/thank you's is sent to event sponsors, partners, and participants
- Assist in event planning, including acting as Chamber Representative at networking events, workshops, and seminars as directed by CEO/President

Membership:

- Attend and photograph ALL Ribbon Cuttings
- Provide ribbon cutting photo and member write up to newspaper
- Create Welcome Wednesday social media post for new members weekly
- Like and follow new members on social media

Marketing:

- Oversee marketing/communication project planning and coordination for all digital platforms
- Helping AACOC to increase and maintain membership
- Design event publicity and program marketing materials
- Conduct research as directed by CEO/President

Events:

- Write online posts, press releases, newsletters, content for website, social media, email blasts, and website updates
- Prepare promotional materials as necessary to execute the event – printed collateral, timelines, agendas etc.
- Distribute materials to members
- Be available to work all event dates and close out all events as required

Other:

- All other duties assigned by CEO/President

