



Georgetown Chamber of Commerce

Position Description: **Marketing & Communications Manager**

Reports to: CEO & Senior Director of Member Relations

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## **Marketing & Communications Manager**

### **Summary of Position:**

The Marketing & Communications Manager develops, implements, and executes strategic marketing plans elevating the Chamber's brand. The Marketing Manager works collaboratively across all units of the Chamber delivering the organization's marketing and mass communications collateral in a consistent message supporting the mission and promotion of the Chamber.

### **Marketing & Communications Manager Duties & Responsibilities:**

- Manage website design and content for georgetownchamber.org and georgetowneventcenter.com
- Develop style guides for Chamber and its event center.
- Develop overall communication strategies with the CEO.
- Create social media posts/campaigns based on overall strategies. You will work in Canva, Meta, Constant Contact, EZ Texting, and Later.com. Promote the Chamber's activities throughout all social media platforms.
- Build our X, Facebook, Instagram, LinkedIn etc. followers. Like and follow new members on social media. Unlike our dropped members.
- Write press releases, newsletters, content for website, social media, email blasts, and website updates. Social media posts include new members announcements, Chamber events, and ribbon cuttings. Assist with editing of documents prior to distribution.
- Track success of e-blast, campaigns, website analytics, and social media engagement
- Responsible for creating the e-newsletter and sending it out weekly on Monday mornings. Send out stand-alone emails through Constant Contact and/or Chamber Master, as needed.
- Design and create annual sponsorship packet. *(Working closely with the CEO and Sr. Director of Member Relations)*
- Create/update content for annual directory publication.
- Attend and photograph all Ribbon Cuttings. Provide photo and press release to media outlets.
- Oversee marketing/communication project planning for the year and coordination for digital platforms.
- Design event publicity and program marketing materials, as needed to brand the event.
- Assist in a Chamber rebrand.
- Maintain media list and database of federal, state, and local elected officials.
- Exhibit professional communication skills, including writing, proofreading and public speaking.
- Other duties as assigned by the CEO.

### **General Office Expectations:**

- Adhere to all policies set forth in the Employee Handbook.
- Demonstrate a positive and collaborative work relationship with the team, our membership,

Board of Directors, renters, and visitors with a focus on accomplishing the goals of the entire organization.

- Maintain general knowledge of chamber programs and services. Understand all membership levels and benefits and be able to discuss with any prospective business.
- Demonstrate an understanding of the Chamber's value to the community and to its members and visitors.
- Provide exceptional customer service with Members, renters, and guests of the Chamber.
- Work at all fundraising events and assist at membership events, as needed.
- Be alert to things that need to be done that are not listed in the position description. Take the initiative to get things done, with minimal supervision and be alert to other items that need to be accomplished that may not fall in your job description.
- Maintain strict confidential information acquired in this position.
- Provide administrative support in the office, as needed.
- Ability to multitask.
- Assist other roles as needed.

**Technical:**

- Update ChamberMaster and website pages relevant to your role.
- Proficient in MS Office products.
- Working knowledge of Canva, Constant Contact, and social media platforms.
- Exceptional time management skills.

**Physical Requirements:**

- Run errands, including deliveries and purchases, as required with the use of personal vehicles. (Mileage reimbursed)
- Some lifting and carrying; occasional use of a ladder.

**Education/Experience:**

- Bachelor's degree preferred, preferably in related field)
- 3 or more years of experience in related field