

## Position Description

### COMMUNICATION AND PROGRAMS MANAGER

Status: Exempt

Reports to: President/CEO

Location: Georgetown County Chamber of Commerce office located at 531 Front St., Georgetown, SC with time at various locations for programs and events; Georgetown County, SC and the surrounding areas

Salary: Based on Experience

#### *PRIMARY RESPONSIBILITIES*

With input from the President/CEO, develop, plan, implement and evaluate communication and marketing plan, strategies and initiatives for the Chamber, and coordinate, promote and execute events & programs for the organization.

#### *SPECIFIC DUTIES*

- Work with President/CEO to develop, implement and evaluate a communication/marketing plan for the Chamber.
- Manage creation, distribution, and maintenance of all print and electronic materials, including:
  - Weekly e-newsletters for an external audience of members, partners, and supporters
  - Annual report for members and other supporters
  - Marketing, development, and solicitation
  - Consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, LinkedIn, and YouTube, as appropriate
  - Coordinate and implement special E-Mail program promotion where appropriate
  - Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
  - Press releases, as needed
  - Event announcements, invitations, programs, and signage
  - Coordinate with Membership Director to sell advertising for e-newsletter or other publications
- Manage the Chamber's calendar.
- Identify and make recommendations to President concerning new communications tools/strategies
- Plan and coordinate Chamber Events & Programs. Serve as the team leader for Leadership Georgetown County, WE Connect Women's Leadership Initiative, Georgetown County Young Professionals, the Annual Awards Celebration, Business and Community Expo, Chamber Golf Classic, Business Tools, all Legislative and Advocacy events, plus any event assigned by the President/CEO. Responsible for all aspects of above referenced events; provide necessary and appropriate direction to Chamber staff and volunteers to ensure a successful event and to create a positive experience for event attendees and sponsors.
- Prepare and meet event budgets; negotiate terms of contract for host facility/entertainment and speakers within budget.
- With President/CEO, create new events and programs that will directly benefit the membership, help engage the membership in the Chamber as well as generate revenue for the Chamber.
- Seek and record member feedback after each event or program. Evaluate each event or program and implement any necessary changes based on the evaluation outcomes.
- Manage and serve as staff liaison to assigned committees. Prepare and file committee minutes from each meeting.
- Prepare a written report of events, programs and communication each month for Chamber board meetings.

- Serve as staff ambassador to members at events.
- Attend community functions, as appropriate, as a chamber representative to help create awareness of and support for the Chamber.
- Review and sort emails that come to the Chamber through the information email address.
- Supervise interns as appropriate.
- Complete any other duties related to the business of the Chamber, including but not limited to, providing assistance to fellow team members toward the ultimate goal of giving added value to membership in the Georgetown County Chamber of Commerce.

#### *QUALIFICATIONS/SKILLS REQUIRED*

4-year degree or equivalent, prefer communication degree; 3-5 years proven communication and event management experience. Excellent communication skills – verbal, non-verbal and listening skills with volunteers, members, peers and co-workers. Personable. Proficient knowledge of computer systems, specifically in MS Office products. Excellent organizational, time management and volunteer management skills. Ability to take initiative to create new programs. Ability to multi-task. Attention to detail. Excellent customer service skills

#### *OTHER SKILLS AND ABILITIES*

- Creativity
- Proficiency in social media
- Ability to work with minimal supervision
- Ability to self-motivate
- Negotiating skills

#### *PHYSICAL REQUIREMENTS*

Some lifting and carrying.

Requirements generally occurring in an office environment, including but not limited to: keyboarding, file retrieval, and communication (verbal and written).

#### *ADDITIONAL REQUIREMENTS*

Valid driver's license and access to dependable transportation required.

*"This description is intended to provide an overview of the responsibilities and duties of the position. It is not all inclusive. The incumbent may be required to perform job-related responsibilities and tasks other than those stated in this description commensurate with the needs of the organization. The responsibilities may also change over time. This Position Description is provided for informational purposes only and does not form the basis of a contract."*

Please send a cover letter, résumé and names and contact information of three professional references to:

Mrs. Beth Stedman, President and CEO  
Georgetown County Chamber of Commerce  
531 Front St.  
Georgetown, SC 29440

Email to [BStedman@VisitGeorge.com](mailto:BStedman@VisitGeorge.com)

Fax to 843.520.4876.

No Phone Calls, Please.