



We are hiring for a Marketing Manager position to enhance the Real Woodstock and Chamber brands by building a strong interactive online community through our various social media platforms, websites and weekly newsletter communications. The Marketing Manager will be responsible for creating and managing the distribution of content across all channels, developing and administering content that is designed to engage users and create an interactive relationship between consumers and the company. The successful candidate will be required to collect and review data and analytics from all platforms to develop more effective campaigns and digital marketing strategies. The ideal candidate will be eager to tackle the challenges of developing content that helps build brand recognition and engagement. The ability to communicate effectively in written and oral communications is also a must. Flexibility of work scheduling and ability to work evenings and weekends as needed to cover local events or attend meetings is required. Part time or full time opportunity may be considered. We are looking for highly motivated professional candidates with marketing industry experience and/or a degree in digital marketing, marketing, or communications.

#### Social Media Management Responsibilities:

- Develop social media campaigns that help to achieve corporate marketing goals.
- Grow social media audience on all channels through targeted sponsored ads.
- Develop and submit monthly reports on emerging social media trends.
- Monitor the company's social media accounts and offer constructive interaction with users.
- Create methods for finding and saving online customer reviews.
- Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the President and Board that outline any necessary changes to the digital marketing plan

#### Website Management Responsibilities:

- Coordinate photography and content deliverables with Website Development & Creative Team
- Execute implementation of new website meeting targeted timeline for transition.
- Coordinate and implement new website marketing campaign to increase awareness and engagement.
- Manage the day-to-day administration and maintenance of the organization's website.
- Add events, news stories, photographs and new businesses information as required.
- Collect digital analytics to ensure proper evaluation of work and constant improvement, ongoing optimization of tracking and implementing changes (through Google Analytics, Google Tag Manager)
- Troubleshoot issues with Website developer.

#### Newsletters/Communication Management Responsibilities:

- Write copy for all newsletters, including stories about local businesses and events, accomplishments of Real Woodstock Branding initiatives and new co-op advertising opportunities.
- Create innovative marketing strategies that build customer loyalty programs, brand recognition and customer satisfaction to increase tourism, business and resident attraction.
- Create and manage release dates for recurring publications.

- Manage projects to ensure content is publication-ready and in by the deadline
- Create and send out press releases for news stories, marketing initiatives and local events/businesses
- Plan and execute a content strategy that drives high engagement.

Event Planning, Management and Promotion Responsibilities:

- Coordinate and facilitate meetings related to community events and/or upcoming marketing initiatives.
- Identify marketing needs and create marketing plan to promote local events.
- Access and coordinate volunteers needed to support local events.
- Create and distribute website, social media and newsletter content, Facebook Live and IG TV coverage at community events.
- Create social media content during events including; interviews, video, photography, testimonials, surveys, email list harvesting, etc.
- Coordinate budget, permits, licenses, insurance riders, etc. with event hosts.
- Create and distribute press releases for community events and marketing initiatives.
- Meet timeline and budget objectives as identified by Board.

Employee will be responsible for creating a weekly and monthly work production schedule with fifty percent of work to be done on location at local businesses and/or events to harvest content. The remainder of the work week will be spent at The Woodstock Area Chamber offices at 127 E. Calhoun where an office and computer will be provided. Professional dress code is required. Masks will be required when visiting local businesses or events, and at the Chamber Office when social distancing cannot be adhered to or when group meetings are being conducted. Compensation will be dependent on work experience, education and skill set. Other paid benefits are not included in compensation offering.

If you are interested in this opportunity please email your resume to [chamber@woodstockilchamber.com](mailto:chamber@woodstockilchamber.com) or you can drop it off at the Chamber office Monday through Friday from 9AM to 5 PM. Resumes will be accepted through August 7, 2020. Qualified candidates will be contacted for an interview the week of August 10, 2020.

PERSON SPECIFICATION

ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<p>Education/Qualifications</p> <ul style="list-style-type: none"> <li>• A degree or equivalent qualification or a proven track record in a similar role</li> </ul>	<p>Education/Qualifications</p> <ul style="list-style-type: none"> <li>• Technical degree or equivalent technical experience</li> <li>• Project management qualification</li> </ul>
<p>Experience/Knowledge</p> <ul style="list-style-type: none"> <li>• Experience creating targeted content that generates measurable ROI</li> <li>• Demonstrated ability to use social media channels effectively to deliver marketing content</li> <li>• Managing a medium size organizational website</li> <li>• Website and web application management</li> <li>• Digital project management – full life-cycle</li> <li>• Editorial oversight of business or organization websites</li> <li>• Overseeing the use of a content management system</li> <li>• Managing external suppliers (technical and nontechnical)</li> <li>• Business/systems analysis experience</li> <li>• Regulations around data protection and accessibility</li> </ul>	<p>Experience/Knowledge</p> <ul style="list-style-type: none"> <li>• Leading a team of technical staff</li> <li>• Recruitment and training of new staff</li> <li>• Producing technical/requirements specifications for digital projects</li> <li>• Use of CRM systems and integration with websites</li> <li>• Improving business processes through a website</li> <li>• Regulations around ecommerce activity</li> <li>• Grant writing</li> </ul>
<p>Skills</p> <ul style="list-style-type: none"> <li>• Managing website and online application developments</li> <li>• Ability to influence and persuade, adapting personal style to meet different situations</li> <li>• Excellent organizational skills and the ability to meet deadlines</li> <li>• Good facilitation skills, engaging and encouraging contributions</li> <li>• Confident in presenting to groups across different levels and disciplines</li> <li>• Excellent presentation skills</li> <li>• Excellent writing skills</li> </ul>	<p>Skills</p> <ul style="list-style-type: none"> <li>• Facilitation of training/awareness sessions</li> <li>• Inspirational presentation style when communicating change</li> <li>• Agile project management methodology and iterative development</li> <li>• Negotiation skills with internal stakeholders and external suppliers</li> <li>• Event planning and coordination</li> <li>• Attention to detail</li> </ul>

Hiring is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for short-listing and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.