**Position:** Marketing and Communications Coordinator  
**Reports to:** Marketing and Brand Director  

**Position Summary**

The Marketing and Communications Coordinator will be responsible for executing and managing integrated marketing campaigns, collateral, and communications. These efforts should be coordinated with a commitment to helping Greater Lafayette Commerce grow its membership, create awareness of programs and drive attendance at events. This position will work both independently and collaboratively with other team members to develop and manage innovative print, digital and online initiatives from concept to delivery.

**Greater Lafayette Commerce**

A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments, and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

**Work Culture**

As the leading local organization for community initiatives, growth, and economic development, Greater Lafayette Commerce is a hub of high-profile activities in multiple areas. The staff works under the direction of a president and chief executive officer and with numerous community volunteers. Team members work collaboratively for the good of all, often assisting in areas beyond traditional job responsibilities, with many opportunities for personal and professional growth. The work environment is dynamic, forward-thinking, fast-paced and goal-oriented.

**Personal Attributes**

To appropriately meet the needs of the position, the Marketing and Communications Coordinator is expected to:

- Communicate in a factual, direct, to-the-point style.
- Be socially approachable and outgoing, yet able to work alone for extended times.
- Respond positively and flexibly to unpredictable situations, change, pressure, shifting priorities and deadlines.
• Handle pressure, interruptions, and change.
• Work harmoniously and cooperatively with co-workers, members, volunteers, and others in the community.
• Accomplish tasks independently, take charge when needed, act persuasively and persevere while maintaining self-discipline, focus and mental stamina.
• Maintain a good nature and pleasant demeanor, especially under pressure.
• Professional appearance, demeanor and attitude.

Required Functions

• Working knowledge of and ability to apply standard principles and practices of marketing, advertising, sales, promotion, media placement, public relations, and graphic design.
• Analyze tasks, determine the best approach and execute projects to completion, handling a variety of projects simultaneously.
• Advanced organization, detail, and project management skills.
• Must be able to manage to deadlines.
• Must exhibit professional-level communication skills – both in written and verbal form.
• Advanced in using computers and other current technologies, software and social media tools.
• Committed to maintaining the highest sensitivity to professional ethics and cultural diversities, treating all people equally and respectfully.

Responsibilities

Marketing

• Develop integrated marketing campaigns in order to drive awareness and attendance at all events.
• Plan, write, produce, and manage content for marketing, branding, promotions, public relations, and member communications.
• Ensure brand consistency throughout marketing efforts.
• Assist in developing marketing plans and strategies.
• Develop marketing content such as brochures, flyers, PowerPoint presentations, advertising, press releases, websites, email, social media, newsletters.
Graphic Design

- Create and design graphics and materials in the appropriate format for digital and print distribution or display.

Websites and Social Media

- Update websites to attract visitors, involve members and communicate information.
- Develops, implements and continually updates social media plan.

Education/Experience

To perform this job successfully, an individual must have the following education and/or experience:

- Bachelor’s degree in Marketing, Communications, Public Relations, or Graphic Design, equivalent combinations of education and experience may be considered.