

FARGO MOORHEAD WEST FARGO CHAMBER OF COMMERCE

JOB DESCRIPTION

Position: Manager of Communications and Marketing **Date:** April 2019
Reports to: President/CEO
Supervises: Multimedia Coordinator; Graphics & Publications Coordinator
FLSA: Exempt

POSITION SUMMARY

The Manager of Communications and Marketing supports the work of The Chamber, including its events, programs, membership and overall brand. This is a visionary and creative leadership position responsible for guiding a team, collaborating with key staff and driving strategic and intentional efforts through coordinated communications and marketing. This person is a well-rounded exceptional communicator, capable of coordinating multiple projects while executing effective content strategy, following brand and style standards and current trends. The role is responsible for writing, editing and tracking all print and digital content, maintaining external relationships, including media and public relations, to drive forward the goals of the organization and promote a positive image for the organization, its members and the larger community. This person helps tell a compelling story to transform member experiences and improve audience engagement.

ESSENTIAL FUNCTIONS

- Provides supervision and guidance to the Graphics and Publications Coordinator, Multimedia Coordinator, and Intern as needed
- Responsible for writing, editing, managing production, meeting deadlines and ensuring the quality of all printed and digital publications, content and marketing materials, including the monthly printed newsletter, The Bridge, and annual Metro Profile & Membership Directory, with the assistance of the Graphics and Publications Coordinator
- Sets the email marketing schedule and strategy, writes and proofs content, and works with Multimedia Coordinator to set up and send all emails and analyze results, including event invitations, Chamber news & announcements, and the weekly eBridge e-newsletter
- Develops and manages The Chamber's Communications Strategic Plan
- Responsible for, with the guidance of the Vice President of Finance and Operations, establishing components of the Chamber's overall marketing business plan and budget
- Communicates The Chamber's message and maintains a dialogue with the membership and community across all mediums to discuss organizational purpose and priorities
- Responsible for the overall marketing of The Chamber as an organization
- Directs all public relations activities and fosters meaningful contacts with media to generate positive interest, offer interviews, pitch stories and provide timely responses

- Prepares and distributes news releases, media alerts and other announcements to gain positive media attention for The Chamber, its programs and the community
- Serves as advertising buyer to coordinate paid media promotions, following the budget
- Directs and oversees The Chamber's social media, along with the Multimedia Coordinator
- Works with the Multimedia Coordinator on videos to communicate key messages and support Chamber events and programs, responsible for script-writing and directing
- Establishes (with the approval of the President) and ensures adherence to the organization's brand and style standards and policies across all collateral
- Responsible for the direction and maintenance of Chamber website, working with key staff to keep content and design updated, including posting and proofing content, managing the blog, news articles and community calendar, and utilizing SEO and content strategies
- Provides direction to and coordinates with staff and a contract photographer for coverage of Chamber event and community photos; and helps maintain asset library
- Works with Events and Programs staff on all aspects of marketing for Chamber events and training programs to ensure attendance goals are met through promotional marketing efforts
- Works with the Membership team to develop campaigns and materials to support membership retention and engagement strategies
- Works with the President and Public Policy staff to communicate advocacy efforts, initiatives and outcomes; and develop and manage production of an annual Public Policy Guide
- Provides proofreading support and input for other Chamber staff
- Prepares speeches, presentations, columns, statements and editorials for the President/CEO
- Develops and maintains positive member relations by promoting The Chamber at all opportunities and informing others of the positive attributes of Chamber involvement
- Assists with Chamber programs and events as requested

The preceding statements are intended to describe the general nature and level of work being performed by people assigned this classification. They are not to be construed as an exhaustive list of all job duties performed by personnel so classified.

MINIMUM QUALIFICATIONS

- A bachelor's degree in journalism, marketing or related field, or the equivalent acquired on-the-job experience
- Proven prior experience writing and editing professional publications and printed materials. Fluency in AP Style preferred.

- Strong communications and public relations skills coupled with the ability to positively influence others, maintain strong working relationships, and lead a team
- Exceptional writing, editing and problem-solving skills
- Ability to manage multiple projects, stay organized and meet all deadlines, with an eagle-eyed attention to detail
- Working knowledge of publication layout, design and graphics, and digital marketing trends and standards
- Ability to present ideas and information effectively, both verbally and in writing
- Knowledge of modern office procedures; ability to operate general office equipment, including word processing, database, spreadsheet, desktop faxing, Internet and e-mail applications on a networked microcomputer
- Possession of a valid driver's license

The preceding qualifications are guidelines. Other combinations of education and experience could provide the necessary knowledge, skills and abilities to perform this job.

WORKING CONDITIONS AND ENVIRONMENT

The position has good working conditions in general, but is a diversified job requiring sustained mental effort related to public contacts, organizational issues, planning and technical areas.

The individual may encounter moderate emotional strain or tension. There is sustained exposure to public contact and sitting. There is exposure to moderate lifting up to 40 pounds.