

POSITION: Communications & Events Director

REPORTS TO: President/CEO

STATUS: Non-Exempt, 40 hours a week (schedule fluctuates depending on events)

JOB DESCRIPTION: This position requires excellent writing and editing skills, ability to manage multiple events and deadlines, simultaneously, ability to self-manage priorities, work flow and time, strong customer (member) service orientation, sales skills and ability to maintain some flexibility in work schedule, with some evening/weekend work required for events.

REQUIRED SKILLS SETS/QUALIFICATIONS: Demonstrated ability to develop and implement events strategy, demonstrated success in event management, strong sense of urgency, professional and mature attitude (remain calm under pressure), excellent verbal and written communication skills, excellent customer service, excellent influencing, skills and ability to develop and maintain good relationships, knowledge and/or experience in organization management helpful. Bachelor's degree from four-year College or University preferred or three to five years related experience and/or training/ or equivalent of education and experience.

JOB RESPONSIBILITIES:

Coordination of Chamber's communication through website, electronic newsletters, press releases, ect.

- ❖ Maintain the Chamber website, update and maintain current information posted on website (approve events, post upcoming events, upload flyers and sponsorship forms), provide up-to-date information and date to keep website "fresh" provide Google Analytics on a quarterly basis to President/CEO
- ❖ Coordinate with third party company on video communications
- ❖ Produce Bi-Monthly ENews and Bi-monthly Event Blasts – Bi-monthly electronic newsletter is a primary source of communications to our members. Duties include, collecting materials, writing stories, uploading photos, proof reading, up-keep of database, ad sales for ENews Sponsorships and tracking open rates. Bi-Monthly Event Blasts including Chamber events and other non-profits events. Produce Press Releases as appropriate, distribute to news media and follow up on printing; build relationships to assure the best coverage.
- ❖ Facilitate Chamber's "brand awareness" marketing, both online and in local print publications. Coordinate with publications to ensure ads are designed and inserted on schedule. Manage social media presence; Facebook, Twitter, Instagram

Coordination of all Chamber Events: Analyzes event schedules and develops short and long-term strategy for resources and communications. Assess event objectives and determine most cost-effective means to deliver results. (Load, transport and set-up for all events; banners, sound systems, supplies, ect.)

- ❖ Responsible for successful execution of all events from planning, to organizing, to managing, to making budget
- ❖ Accountable for marketing and selling of sponsorships, advertising for events, ENews, website banner ads and more.
- ❖ Generate documents, create and design flyers, brochures and other materials to promote the Chamber's various programs and activities, annual events, membership benefits brochure, membership application form, ect.
- ❖ Manage and track events
- ❖ Provide for event web pages that are informative and promote event attendance
- ❖ Familiarization of Weblink; maintain all event information, reservations and sponsorships
- ❖ Plan, prepare and coordinate event advertising and sales promotion materials
- ❖ Participate in annual review of events, determine whether they meet at least two of the following criteria; 1) make us funds, 2) make us friends, 3) make us famous
- ❖ Chamber events, including but not limited to:
 - Business Builder Buffet
 - Business Builder Blender
 - Handshakes and Eggs
 - Chamber Orientation
 - Ribbon Cutting/Grand Openings
 - Annual Dinner/Installation
 - Biz Walk
 - Art Beer and Wine Festival
 - Gold Country Half Marathon & 5k
 - Saturday Night in the Park
 - Farm to Fork
 - Tree Lighting

SUPPORTIVE DUTIES:

1. Assist Member Relations Director with membership retention; retention begins the first day a member joins.
2. Assist CWC staff with walk-in guests and potential members, providing relevant information, publications and sales of CWC merchandise upon requests. Attend all

Chamber events and serves as Chamber representative to the guests and answer concerns and questions of members.

3. Remain positive, enthusiastic, flexible, creative and willing to learn on all aspects of the job. Handle phone, emails and walk-in requests for information and assistance from Chamber members and general public.
4. Work as a team to plan, organize and implement Chamber events. Interact with other Chamber team members and volunteers.
5. Advise members of new programs, events and services offered by their Chamber.
6. Attend classes and stay informed on current trends; read the local papers.
7. Stay interested and involved in public policy and community issues.
8. Support CEO/President by performing administrative duties and special projects as assigned. Prepare reports and correspondence as may be required by CEO/President.