

Marketing and Communications Lead

Job Description

The Tri-Cities Chamber of Commerce, the leading business organization in the Tri-Cities, has an immediate opening for a Marketing and Communications Lead. This is a full-time position that will report directly to the CEO.

The ideal candidate will be a talented and professional communicator. Your duties will be diverse and multi-faceted making excellent professional skills instrumental to this role. The Marketing and Communications Lead must be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision and a splash of creativity.

Duties & Responsibilities

- Working closely with the CEO and Chamber team, create and execute a marketing communications plan and calendar for the organization, including key messages and strategies in alignment with the Chamber's strategic plan and operations plan.
- Implement project plans and critical paths to ensure deadlines and standards are met.
- Write content for both print and web including website, blog, brochures, e-newsletters, social campaigns, and print publications.
- Promote the company's initiatives, programs, and events through social media, email, online and print channels.
- Maintain and monitor the Chamber's social media and online presence.
- Maintain and update website pages and CRM
- Create and execute various marketing campaigns maintaining budgetary goals.
- Create and update promotional and marketing materials following the Chamber's brand identity, including basic video editing.
- Create event branding and materials following the Chamber's brand identity.
- Track, analyze and report on the effectiveness of marketing and communication strategies.
- Photograph Chamber events for social media posts; advise the Chamber's hired professional photographers on image requirements for event, publication, web, and campaign photography.
- Liaison with Chamber partners, sponsors, and members to ensure contractual obligations are fulfilled, and a high degree of satisfaction.
- Create miscellaneous design projects including signature events and membership packages.
- Communication and administrative duties, and other duties as required.

Requirements

- A passion for organization and marketing.
- Must have experience with WordPress, Canva, Facebook Ad Manager, and MailChimp.
- Must be proficient with Microsoft Office and G Suite.
- Must possess time, resource, and project management skills.
- Must have strong communication skills including writing, editing, and speaking.
- Must have strong organizational skills and attention to detail with a high expectation of quality.
- Must work well independently and under pressure while managing multiple priorities.

Assets

- Experience in a marketing or communications position.
- Experience as an event coordinator, program coordinator, or similar role.
- Familiarity with the Tri-Cities Chamber of Commerce and business community.
- Video production and editing skills.
- Experience with Adobe Creative Cloud, specifically Illustrator, InDesign, and Photoshop.

Please send resume and cover letter to ceo@tricityschamber.com by September 18, 2022.