

Elizabeth City Area Chamber of Commerce

Events and Marketing Manager Job Description

Events

- Plan, direct, manage, and oversee the activities and daily operations for all Chamber events including, but not limited to: Annual Dinner, Business Expo, Paired, Golf Outing, Economic Forecast, Bowling nights, Business After Hours, Ribbon Cuttings, Lunch Bunches, Teacher of the Year Celebration, Job Shadow Day, Coast Guard activities
 - Conduct event committee meetings, generate agendas
 - Create invitations for print and email, send proof to host, send distribution list to printer
 - Create and print tickets
 - Create and print event programs
 - Maintain Chamber Calendar of Events (Website, document, white board)
 - Call on members for donations for auctions, raffles, goody bags
 - Secure vendors
 - Sell booths, teams, etc
 - Generate ideas to keep existing events relevant and exciting, develop ideas for potential new events
 - Update all event forms annually
 - Coordinate the transportation of items for events
 - Take photos at events
 - Line up dignitaries for events that require them, and make them aware of their need to speak at the event
 - Order trophies, plaques
 - Power Point presentations as needed
 - Promote ticket sales
 - Track RSVPs and report to host on Business After Hours and Ribbon Cutting events
 - Collaborate with COA Small Business Center and SBTDC to create and execute seminars to benefit Chamber members
 - Set up and clean up boardroom as needed for events and meetings
 - Be prepared to step in at events to speak, or to attend outside events to represent the Chamber as needed

Marketing

- Track Corporate Partner benefits:
 - Contact Corporate Partners to remind them of their available benefits for specific events
 - Checklist of names, benefits used (e-blasts, banner ads, etc)
 - Contact Corporate Partners to confirm their donation of e-blasts to another party
 - Create annual report for Corporate Partners (how many events they were promoted at, how many e-blasts were sent with their logos, etc)
- Collaborate with media and other local Chambers to promote our events and programs

- Social Media:
 - Update Facebook and Instagram as needed – posting event pictures, Chamber events, relevant content, and sharing members' posts
 - Explore other Social Media platforms: Twitter, LinkedIn, etc.
 - Attend classes as needed to update social media skills
- Create monthly e-newsletter
 - To be sent the first business day of the month
 - Gather submissions for monthly ambassador, board member, business of the month, President's report, renewing members
- Create Event and Corporate Partner eblasts
- Create marketing materials as needed
- Update marketing materials annually/as needed
- Maintain Constant Contact database
- Submit President's Message to Albemarle Tradewinds monthly
- Website
 - Website maintenance – including updates to Board of Directors and committee pages, sponsor logos
 - Participate in ChamberMaster website webinars

Administrative

- Create a cheerful and positive first impression
- Answer phone and door as assigned
- Board Meetings
 - Create board packets – distribute via email 3 days prior to meeting, print a few copies for the meeting
 - Attend meeting, take attendance and minutes
 - Order and pickup coffee
- Create and maintain relocation packages
- Upkeep of lobby materials
- Assist other staff members as needed
- Collection calls as needed
- Assist with soliciting donations as needed

Desired Skills

- Microsoft Office, Canva, Photoshop, Constant Contact

Additional

- Should be able to
 - Stand or sit for long periods of time
 - Walk up and down stairs
 - Lift boxes weighing up to 25 pounds