EASTERN SHORE OF VIRGINIA CHAMBER OF COMMERCE

JOB DESCRIPTION

POSITION: Director of Marketing and Events
REPORTS TO: Executive Director
TERMS OF EMPLOYMENT: 40 hours weekly
CLASSIFICATION: Non-Exempt
Pay: Competitive salary plus benefits

SCOPE: The Director of Marketing and Events reports directly to the Executive Director and is responsible for all aspects of the marketing, membership, and events for the ESVA Chamber of Commerce. The Director is responsible for the marketing of the Chamber, its events, and its membership. Responsible for the recruitment of new Chamber members and the retention of existing members, thereby increasing membership, financial support, and presence in the community. The Director should also have a strong focus on creating business resiliency strategies and supporting economic development for the Eastern Shore of Virginia through the aforementioned responsibilities. Responsible for leading and managing all Chamber related events and committees.

QUALIFICATIONS:
Requirements:
* Marketing communication experience.
* Has played a significant role in successful social media production and management.
* Experience using analytics tools to measure ROI.
* Experience building relationships with media influencers to promote brand.
* Proven community minded, volunteer experience.
* Self-manages a fluid, complex work environment.

Preferred:
* Bachelor's Degree in marketing, business, communications, OR proven track record in a similar role.
* Work experience at a digital marketing agency OR in corporate communications OR at an established publishing/media company.
* Experience in website development.
* Published writer, photographer, and/or videographer.
* Understanding of the marketing technology stack including digital asset management systems, content/social media distribution tools, marketing automation software, content management systems, programmatic tools for paid digital media placements and SEO/SEM.
* Knowledge of the Eastern Shore of Virginia from the consumer and business leader perspective.

RESPONSIBILITIES:

- Business Partners Resiliency:
  - Responsible for content creation and leading educational opportunities to support and grow business partners on the ESVA.
  - Creates and gathers quick reference materials useful in long-term strengthening and growth of ESVA businesses and the ESVA economy.
- Recruitment/Retention of Chamber Members through contact both in person and over phone.
- Solicit advertisements and sponsorships for Chamber publications and events.
- Social Media & Content Management:
  - Responsible for all aspects of content creation/edits on website, Facebook, Instagram, YouTube, and any other ESVA Chamber electronic and print marketing materials.
- Website Maintenance:
  - Keeps all aspects of the Chamber website fresh, up-to-date, and attractive to both existing and prospective ESVA residents, businesses, and tourists in a highly competitive electronic touristic market.
  - Assures that all business listings have accurate contact information.
  - Keeps website content and photos fresh and appealing, accurately representing the Eastern Shore of Virginia Chamber of Commerce.
- Analytic Tools/Data Management Reporting:
  - Creates/Maintains all analytical tools and data management reporting for the ESVA Chamber.
- Works directly with the Executive Director in creating/updating ESVA Chamber's Marketing Plan.
- Works with and serves on both the Membership Committee and the Marketing Committee of the ESVA Chamber.
- Assure the Chamber's promotion of members, thereby growing Chamber members' businesses.
- Works closely with Executive Director and all committees to manage the execution of the Chamber's various events, programs, and committees. This person must handle multiple tasks and projects; develop timelines for implementation of programs and events; meet deadlines; and delegate responsibilities to and supervise volunteers. This person should be able to execute responsibilities with minimal supervision; communicate effectively orally and in writing; and maintain records of events.