

# GREATER BOSTON CHAMBER OF COMMERCE

**Title:** Director of Marketing  
**Reports to:** Vice President, Marketing & Communications  
**Date:** January 2018

Email cover letter and resume to [khauser@bostonchamber.com](mailto:khauser@bostonchamber.com).

## Summary

The Director of Marketing will be responsible for executing the Chamber's strategic marketing plan. Marketing activities include initiatives targeting prospective and current members, with a goal of increasing awareness, membership, retention, and the Chamber's overall reputation. This role will also drive efforts to engage members and their representatives utilizing different channels and targeted messaging, with a focus on measurable results, to boost attendance at events and programs.

## Responsibilities

### Marketing Strategy & Execution

- Review, implement and measure the success of the Chamber's strategic marketing plan, designed to increase membership, promote member retention and improve the Chamber's overall reputation
- Provide editorial direction and oversee schedule, design, production and distribution of marketing materials either print or digital
- Ensure proper communication of the Chamber's brand image, voice and position in the marketplace through consistency in brand messaging
- Work with internal teams, particularly the business development and membership teams, to ensure message and brand consistency across a broad range of marketing vehicles, including member e-mails, e-marketing, printed collateral, event signage and more
- Drive efforts to engage members and their representatives utilizing different channels and targeted messaging to boost attendance at events and programs
- Work with the policy and research team to evaluate member activity, member satisfaction and necessary market research to advance the strategic plan of the Chamber
- Oversee marketing related content development including regularly scheduled and purposeful web and social media updates
- Support general Chamber communications as needed, particularly as it relates to strategic messaging and campaigns

### Planning & Budgeting

- Oversee development and achievement of marketing goals and financial objectives
- Ensure evaluation systems are in place related to goals and objectives and report progress to the President & CEO
- Develop short- and long-term plans and budgets for marketing programs and activities, monitor progress and adherence to budget

## **Team & Employee Engagement**

- Ensure effective management within the marketing function; motivate personnel and provide them with pathways to success
- Support and oversee (as needed) cross-functional matrix teams within the Chamber
- Development strong interpersonal relationships with the internal Chamber team, members and representatives
- Effectively enable employees so they can take action on behalf of the Chamber by encouraging people to question assumptions, ask strategic questions, practice their authority and accept their responsibilities

## **Qualifications**

- Bachelor's Degree, MBA preferred, and 7-10 years of related marketing experience
- Experience developing and executing strategic marketing plans
- Strong writing, editing and proofreading skills
- Experience in website management, design and content management systems
- Proficiency in all aspects of social media
- Background in vendor management and design process
- Experience with video and design
- Ability to manage relationships with multiple internal and external constituencies

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