

GREATER BOSTON CHAMBER OF COMMERCE

Title: Marketing & Communications Coordinator
Reports to: Vice President, Marketing & Communications
Date: October 2018

SUMMARY

The Coordinator plays a critical role in the day to day operations of the Chamber's Marketing & Communications department, serving as a key content producer and manager. The Marketing & Communications Coordinator is responsible for executing the overall Chamber inbound and outbound marketing strategy, and for developing creative materials and content for some of our most important programs and initiatives. This position will also play an integral role in the development of marketing materials for exciting new programs and brands as the Chamber grows its membership and offerings.

Marketing Responsibilities

- **Program Marketing:** Work with Marketing, Programs, and other departments to develop marketing messages and materials for key events and programs including web content, blogs and social, emails, and other promotional materials.
- **Website:** Independently maintain the Chamber's websites and day-to-day content updates, including soliciting, editing and posting guest blog submissions. Work with Programs team to ensure that all programs are added to event calendars. Work with Director of Marketing to develop and maintain monthly web analytical reports that can be presented to staff and potential sponsors.
- **Social Media:** Assist Marketing Manager in scheduling daily content for Chamber social channels including sub-brands such as City Awake and City to City accounts. Live tweet at Chamber programs and cultivate audience engagement. Work with Marketing Manager to develop and maintain social stats and engagement analysis.
- **Email Marketing:** Serve as the lead contact for the Chamber's email marketing platform, including collaboration with Programs and Membership on campaigns and management of subscriptions.
- **Collateral Development & Tracking:** Work with Marketing Manager to design and develop collateral for programs and campaigns. Responsible for tracking collateral use, orders, and print runs of existing Chamber collateral and swag.

Communications Responsibilities

- **Program Communications:** Assist in the preparation of event communications such as speaker bios, media advisories, general talking points, and other prep materials.
- **Media Prep:** Assist the VP of Marketing & Communications to prepare materials for CEO and other team members for media interviews including weekly and monthly tv appearances.
- **General Writing:** Assist in the development and editing of Board reports, annual reports, letters, thank you notes, invitations, policy briefs, and other written materials as needed.
- **Tracking:** Responsible for tracking media contacts, appearances, earned media, member news, staff speaking engagements, etc.

REQUIREMENTS

- Bachelor's Degree and two-three years of related experience preferred
- Strong writing, editing, and proofreading skills
- Ability to manage relationships and projects with multiple internal and external constituencies
- Proficient in Adobe Creative Cloud
- Experience managing multiple social media accounts via a social media management platform (experience with paid campaigns a plus)
- Experience using web content management systems
- Event promotion experience or similar timeline-driven marketing experience is ideal
- Experience with Google Adwords a plus
- Successful candidate will be a creative high-energy, high-output, highly organized individual with keen attention to detail

Please submit resume along with design and writing samples to khauser@bostonchamber.com.