
Job Title: Marketing Communications Manager

Classification: Exempt

Reports to: President

Job Purpose:

Implements, monitors and evaluates marketing communications strategy, including advertising, promotions and public relations to support the marketing objectives and maximize the positive exposure in local markets. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to top management. Requires a bachelor's degree in area of specialty and 6-8 years of experience in the field or in a related area.

Key Result Areas:

- ☐ Financial
- ☐ Marketing
- ☐ Sales Revenue
- ☐ Member Satisfaction

Primary Work Activities:

- ☐ Produce and coordinate all membership communications, including but not limited to: Weekly Email Newsletter, Membership Brochure, all Chamber marketing pieces for events, including but not limited to: printed/digital invitations, program, slideshows, registration reminders, etc.
- ☐ Maintain and update the chamber website via WordPress: i.e. blog posts, page updates. In addition to completing website updates, sell advertising opportunities available on the websites, (digital advertising).
- ☐ Maintain current style, logo and brand guidelines for the Chamber and members. Maintain graphics and photograph files.
- ☐ Maintain and update all social media pages. Take and post photos at all programs and events, including events other chamber employees attend
- ☐ Track and report on website and social media engagement using Google Analytics and other tools.
- ☐ Develop and manage the Marketing Department's operating budget
- ☐ Confer with organizational members to accomplish marketing activities.
- ☐ Analyze data to inform decisions or activities.
- ☐ Evaluate marketing program effectiveness.
- ☐ Develop marketing plans or strategies.
- ☐ Conduct opinion surveys or needs assessments.
- ☐ Compile operational data for budgeting.
- ☐ Direct marketing activities, both internally and externally (social media, website, eMarketing).
- ☐ Recommend organizational process or policy changes.
- ☐ Develop sustainable marketing policies or practices.
- ☐ Estimate cost or material requirements.
- ☐ Analyze market research data.

Predictive Essential Critical Success Skills:

- ▮ Attention To Detail: Focuses on task precision for its own sake and detail orientation as a constant standard for self and others, ensuring quality and precision in every task or project
- ▮ Develops Technical Competence: Stays abreast of new developments in both the business & his/her main field to be effective inside the organization.
- ▮ Focused On Quantitative Results: Focuses on the quantity of tangible outputs produced (such as number of outputs per week) and derives personal satisfaction from accomplishing measurable outputs.
- ▮ Prioritizes Tasks: Prioritizes tasks to gain the greatest overall return on effort, probing for sufficient information to know the significance and urgency of a task and analyzing current priorities relative to new ones.
- ▮ Problem Solving: Objectively isolates and defines problems and takes steps to provide a solution, remaining engaged until the problem is resolved.
- ▮ Takes Initiative In A Business Unit: Takes action on problems or opportunities and blazes new trails without prompting by others, preparing alternatives so the outcome is not jeopardized by unexpected barrier.
- ▮ Project Approach: Focuses on innovative or creative solutions to business needs as a project or series of projects, rather than working on incremental change, ongoing maintenance or process refinement.

Descriptive Critical Success Skills:

- ▮ Pride in Representing One's Company: Identifies with and proud to represent his/her company and its products and services, believing that association with this company is a source of self-respect and distinction.
- ▮ Provides Reliable Information: Is a singular source of valid, factual and unbiased information, and builds credibility through the sharing of knowledge and expertise.

Essential Job Skills:

- ▮ Proficiency with Microsoft Office
- ▮ Proficiency with Social Media Platforms
- ▮ Knowledge of Digital Media, Video, Podcast, etc.
- ▮ Knowledge of Database management
- ▮ Must have experience working in a creative environment with several critical, overlapping projects and tight deadlines.
- ▮ Must have expertise in graphic arts, Proficiency with Adobe Creative Suite desired.
- ▮ Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.
- ▮ Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- ▮ Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- ▮ Reading Comprehension — Understanding written sentences and paragraphs in work related documents.
- ▮ Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.
- ▮ Speaking — Talking to others to convey information effectively.
- ▮ Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- ▮ Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

- ☐ Persuasion — Persuading others to change their minds or behavior.
- ☐ Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- ☐ Negotiation — Bringing others together and trying to reconcile differences.
- ☐ Coordination — Adjusting actions in relation to others' actions.
- ☐ Time Management — Managing one's own time and the time of others.
- ☐ Operations Analysis — Analyzing needs and requirements to create a design.
- ☐ Writing — Communicating effectively in writing as appropriate for the needs of the audience.
- ☐ Service Orientation — Actively looking for ways to help people.

EEOC Statement:

It is the policy of the Clermont Chamber of Commerce to provide employment, compensation, promotion and other conditions of employment without regard to race, color, religion, sex, national origin, ancestry, age, marital status, sexual preference, veteran or disability status.

In addition to the above race, color, religion, sex, pregnancy, or any illness arising out of and occurring during the course of pregnancy, childbirth or related medical conditions, national origin, disability, age and ancestry are protected classes in Ohio.

You may discuss equal employment opportunity related questions with your supervisor or any other member of management.

Other Policies:

For information on policies such as the Americans with Disabilities Act, Sexual Harassment and Discrimination, Pay and Progress, Time Away from Work and Benefits and On the Job procedures, reference the Chamber's Employee Handbook.