



JOB DESCRIPTION

POSITION: *Marketing Director*

Stanly County Chamber of Commerce

Position Status: Full time - Exempt

ACCOUNTABLE TO: President/CEO

GENERAL DESCRIPTION: *Oversees the planning, development and implementation of all the marketing initiatives and strategies for the Stanly County Chamber of Commerce (SCCoC), under the supervision of the President/CEO. The Marketing Director is responsible for SCCoC membership recruitment, retention, associated programs, marketing, communications and public relation events. The Marketing Director obtains financial support for all Chamber programs and assists with the development of non-dues revenue programs and value added membership programs. This is a professional position that supports the President/CEO, the SCCoC staff with assigned projects and tasks, and other duties as assigned. Will represent SCCoC mission as a catalyst for collaborative economic development as needed.*

ESSENTIAL AREAS OF RESPONSIBILITY

Customer Service

- Provide professional, courteous, and knowledgeable image to membership, public, and staff at all times.
- Assists SCCoC staff in receiving and directing incoming messages, calls, and visitor traffic.
- Supports agencies overall mission and values.

Membership and Marketing Duties

- Designs, produces, disseminates all SCCoC collateral materials (within budget parameters), for membership, the SCCoC organization, stakeholders, and all associated activities & events
- In conjunction with the **SCCoC Membership Chair**, coordinates and prepares SCCoC membership packets
- Inform and update all SCCoC staff and Leadership Board on membership packet info, membership recruitment and retention strategies, and other membership activities
- Responsible for membership letters of welcome, retention/renewal, thank you & future invitations
- Prepares monthly report for membership data including yearly tracking & retention statistics
- In conjunction with the **SCCoC Membership Chair**, plans and executes Chamber Ambassador recruitment, orientation, programs & recognition
- Seeks to promote and advance reciprocal marketing strategies
- Develops and maintains a marketing plan with measurable goals for all SCCoC programs, activities, and events including but not limited to: Ambassador Membership (past, current, and prospective); Stanly County Managers Association (SCMA); SCCoC events and partner events
- Assist with the **SCCoC Membership Chair**; with developing and executing "membership care plan" for existing members that includes clearly defined membership benefits for both existing and prospective members (membership surveys, follow up contacts / visits, etc.) and with innovative membership programs and benefits for presentation to the Leadership Board.

- Seeks out new / developing / growing businesses for SCCoC membership
- Works with appropriate staff of economic development groups in Stanly County
- Motivates and inspires volunteers

Communications

- Maintains professional communications on behalf of SCCoC via all media platforms
- Develops and disseminates periodic e-newsletter with SCCoC staff
- Creates & disseminates effective communication and media releases with membership and community stakeholders via mass email, the SCCoC website, and social media with approval from President/CEO
- Manages communication and information gathering from membership through online surveys
- Oversees all membership communication (recruitment of prospective members, new members, renewing members, and former members)
- Manages communication for all assigned programs regarding meetings, minutes, agendas, etc. (Membership, Ambassadors, SCMA, SCCoC events, etc.)
- Manages communication with media contacts to request coverage (photographic & written via print or web) for SCCoC events, membership programs, to include (Ribbon Cuttings, Business Before / After Hours, Grand Openings, Ground Breakings, Annual Meeting, Legislative Breakfast, etc.)
- Attends and disseminates SCCoC information at monthly / periodic business association and community stakeholder meetings

Electronic Record-Keeping & Database Management

- Maintains electronic records for financial activities of all events, (invoices, budgets, and profit / loss reports, etc.)
- Creates and maintains current membership database with demographics and analysis of annual revenue comparisons for new and renewing membership
- Maintains current database for all media contacts
- Provides all information needed for WebLink Membership Directory listings
- Assist with producing the Annual Buyers' Guide & Membership Directory
- Manages membership of the SCMA and assist with billing / invoices

Financial Management

- Assist the **SCCoC Programming Chair**, to plan & execute event / program budgets
- Collects and receives payments from Members & the public for dues, events, etc.
- Assists Operations Support staff in WebLink duties as requested and/or needed
- Assist with maintaining reports for current dues status, delinquent dues, invoices and statements for dues and all related event income activities

Event Management & Production

- In conjunction with the **SCCoC Programming Chair**, designs and manages SCCoC events including but not limited to the following: Annual Meeting, Legislative Breakfast, Reverse Raffle, Business After / Before Hours, Business Expo, Golf Tournament, Ribbon-Cuttings, Ground-Breakings, Planning Conference, Board Retreats, Business Plan Competition, Small Business of the Year, Membership Drives, Ambassador Programs, etc.
- Event management will require some additional and/or not regularly scheduled hours
- Event management & production includes but is not limited to the following: online web promotion; marketing plan & design; communications; media relations & PR; event registration; event photos;

volunteer recruitment; event contracts & invoices; event budgets

- Provides support to SCCoC President/CEO & staff for: Leadership Stanly; online event registration; collection of funds as necessary

Other Duties

- Serves as clerk & recorder of minutes for the Leadership Board
- Participates in conferences and training as directed
- Position requires meetings and activities outside of regular work hours; must be flexible
- Assists the President/CEO with other duties as assigned

SCCoC Membership

Membership recruitment and retention is a primary part of all jobs at the chamber. As a membership organization, it is essential that all staff be well versed and prepared to present membership information to all members and prospects

NON-ESSENTIAL AREAS OF RESPONSIBILITY

Inventory Control & Mail Processing

- Assists in ordering office supplies, equipment and other purchases as needed
- Daily mail service

Qualification Requirements / Performance Standards

- Strong communication skills, both verbal and written
- Excellent listening and professional customer service skills
- Ability to prioritize and manage multiple tasks with strong organizational skills
- Ability to work in a dynamic team environment
- Professional appearance and demeanor
- Ability to be flexible and accept new responsibilities
- Experience in non-profit organization fund raising & event planning a plus
- Ability to move and/or lift up to 25 lbs
- Reliable transportation and valid driver's license
- Own cell phone; SCCoC to provide monthly stipend
- Proficiency in utilizing the internet, Microsoft Word, Excel, PPT, Publisher, Google Drive and Google Mail, and social media in a professional setting
- Flexible with schedule
- Requiring at a minimum Associates Degree, plus 3-5 years of full-time experience in marketing/communication, public relations, advertising or related field
- Prefer a Bachelor's degree in Marketing, Communication, Business, Journalism

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