

BOISE METRO CHAMBER OF COMMERCE
JOB DESCRIPTION

Job Title: Director of Public Relations and Marketing/Communications

Reports to: VP of Membership

Job Classification: Full-Time, exempt

Date Last Revised: November 19, 2019

Summary

The Director of Public Relations and Marketing/Communications serves as a key member of the organization providing direct oversight of Chamber media and stakeholder relationships and communications. The Director of Public Relations and Marketing/Communications also manages social and digital media, graphic design and marketing.

Minimum Requirements

Bachelor's degree in Management, Communications/Public Relations, Marketing or related degree and a minimum of four years of professional work experience. This position requires ability to effectively perform in a fast-paced, results-oriented work environment assuming personal ownership and accountability for projects, goals and outcomes. Excellent writing and editing skills as well as interpersonal communication skills; ability to effectively develop and maintain strong working relationships across all age groups and organizational levels. Also requires strong planning, organization and project management skills with the initiative and ability to manage multiple projects simultaneously. Requires a valid driver's license and ability to travel independently within the Boise Valley. Ability to work varying hours as evening, early morning and weekend time will be required.

Essential Job Functions

To perform this job successfully, an individual must be qualified to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be available, upon request, to enable individuals with disabilities to perform the essential functions.

- Develop and implement public relations plan for the organization.
- Establish and maintain sound working relationships and cooperative arrangements with representatives of community and public interest groups, associations, and Chamber members; serve as the Chamber's spokesperson at various government, public, social, and business functions.
- Draft, edit, and distribute news releases and media kits regarding Chamber announcements, events, and activities; develop media relations program with appropriate print, broadcast and social media; develop and oversee media events/press conferences to raise awareness of the Chamber and promote a positive image.
- Manage and maintain media contact list for local, state, national, and industry sector (Chamber/non-profit) media outlets; developing relationships with all local media.
- Act as media liaison for the Chamber; organizing press conferences and events.
- Update all local calendars and media outlets on Chamber events.
- Manage Chamber social media communications and strategy.
- Work closely with Chamber staff to effectively communicate Chamber activities, events, and positions to Chamber membership and community stakeholders to maintain member support.
- Assist with sponsorship and membership acquisition and retention.
- Develop and manage internal communications to staff, Board committees, councils, and other Chamber stakeholders.
- Manage various Chamber awards programs (Small Business of the Year).
- Manage all Chamber applications for recognition (Chamber of the Year, Media Awards, Best Places to Work, etc.).
- Manage all partnerships (Best Places to Work, ESGR, Better Boise Coalition, etc.).
- Manage Chamber member surveys and data.
- Manage the contract for the Chamber's community map project.
- Manage the contract for the Chamber's annual visitor/relocation magazine (which includes the membership directory), the Boise Valley Spotlight.

- Assist Boise Valley Economic Partnership (BVEP) and Boise Convention and Visitors Bureau (BCVB) with public relations strategies and efforts and press releases as needed.
- Work with Communications Manager to integrate a consistent Chamber message.
- Prepare annual program budgets, monitor financial performance, secure sponsorship and program funding, and implement cost control measures as needed.
- Assist internal departments with all public relations and communications needs.
- Writes and manages posts for Chamber blog in the form of press releases, local business news, and original content.
- Attend select Chamber committee meetings and events, taking notes and pictures, and report highlights.
- Assists CEO on Board and other public presentations, including developing PowerPoints as needed.
- Manage relationships and sponsorships with airline partners.
- Manage all media trade agreements (including content from Chamber).
- Write and manage monthly Newsletter follow-up mailings.
- Write and manage Board Meeting follow-up mailings.
- Manage all Chamber membership milestone mailings and recognition/gifting programs.
- Manage annual Chairman’s photo collection.
- Develop and manage “boss” “corporate” recognition and thank you program.
- Create regular feature for Newsletter in concert with Communications Manager.
- Assist and be backup on updates to Welcome screen in lobby and external blade sign.

Supervisory Responsibilities

This position directly manages a management position, Communications Manager. Carries out supervisory responsibilities in accordance with the organization’s policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work of the Division; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds and frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and risk of electrical shock. The noise level in the work environment is usually moderate.

Employee

Date

Supervisor

Date

President & CEO

Date