

**BOISE METRO CHAMBER OF COMMERCE
JOB DESCRIPTION**

Job Title: Marketing & Communications Manager

Reports to: VP, Member Services

Job Classification: Full-Time, Exempt

Date Last Revised: August 3, 2022

Summary

The Marketing & Communications Manager is responsible for managing all out-sourced publications; event, digital and physical marketing collateral and signage; website and database management; and other miscellaneous campaigns.

Minimum Requirements

Bachelor's degree from college or technical school and 2 years of experience in marketing and graphic design or equivalent combination of education and experience. This position requires excellent written and verbal communication, time management, project management, marketing and communications skills, attention to detail, accuracy, thoroughness, and strong computer skills (Microsoft Office, Adobe InDesign, Illustrator, Photoshop, Premiere Pro, and customer relationship management software). Also requires strong planning and organization skills with the initiative and ability to manage multiple projects simultaneously. Must be proficient in photography, videography, and media editing. Ability to work a variety of hours including evening, weekend, and early morning time as needed. Must be able to use sophisticated telecommunications systems, CRM systems, and other membership management programs. Experience with a membership-based organization is preferred.

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.

- Manage all published materials, including bi-monthly newsletters and other various publications.
- Assist with edits to the Chamber's annual visitor/relocation magazine (which includes the membership directory), the Boise Valley Spotlight.
- Create all advertising materials as well as event invitations and other event and program collateral as needed. Including ordering envelopes with sponsor's logo for Operation Thank You packets.
- Create weekly electronic newsletter and email blasts including maintenance of member email list and scheduling blasts.
- Manage projects to ensure all deadlines are met.
- Assist with creating PowerPoint presentations when needed.
- Update external blade sign.
- Assist team members with their communications objectives with regard to sales, specific programs, issues of concern and events.
- Primary photographer (and occasionally videographer) for events, programs and website.
- Coordinate with the Senior Public Relations and Marketing/Communications Manager to ensure the Chamber's communication plan is effective and current; review/update the plan on an annual, or as needed, basis.

- Graphic design work for weekly eNews, ads, dedicated blasts Chamber website, and any other printed or digital media marketing campaigns.
- Proof publications and updates to monthly newsletters, weekly eNews, annual Spotlight Directory, annual Where We Stand Brochure, monthly/annual event program brochures, webpages, etc.
- Assist with developing and managing the Marketing & Communications budget; effectively manages expenses; provides monthly variance detail and projection information.
- Design theme and marketing campaign for the Chamber's largest event, the annual gala.
- Assist Senior Public Relations and Marketing/Communications Manager with Chamber social media communications and strategy.
- Work with VP of Membership on member marketing needs.
- Ensure current member logos are up to date in cooperation with Account Coordinator.
- Attend select Chamber events, taking notes and pictures, and report highlights.
- Post event photos to the Chamber Blog.
- Assist BVCB and BVEP with marketing needs when requested.
- Assist Leadership Development and Programs with marketing needs when requested.

Supervisory Responsibilities

This position has no supervisory responsibilities. Oversees and mentor's interns (Boise State Work U) when available and opportunities to collaborate arise.

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; perform tasks requiring manual dexterity such as keyboarding, filing, stapling, sorting, and collating; 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