



Georgetown Chamber of Commerce

Position Description: **Marketing & Events Coordinator**

Reports to: Director of Programs & Events

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### **Summary of Position**

The Marketing & Events Coordinator is responsible for developing and executing marketing and communication strategies promoting Chamber programs, events, and initiatives. This role manages multiple marketing channels, strengthens the Chamber's digital and brand presence, and plays an integral role in supporting the planning, promotion, and execution of Chamber events.

### **Marketing & Events Coordinator Duties & Responsibilities**

- Maintain comprehensive knowledge of all Chamber programs, services, initiatives, and activities.
- Manage, maintain, and update both the Georgetown Chamber and Event Center websites, ensuring content is current, accurate, and aligned with branding standards.
- Oversee the Georgetown Chamber and Event Center social media accounts, including content creation, scheduling, engagement, and audience growth. Monitor analytics, track performance metrics, manage and keep our follow lists current. Oversee social media content and posts for the Event Center, with graphic design support provided by the Administrative Services Coordinator, as needed.
- Write, distribute, and track press releases for programs and events; maintain current media contacts and an elected officials contact list.
- Create and manage Chamber event web pages for recurring and annual events, including information on topics, speakers, and sponsors.
- Assist with preparing event scripts, PowerPoint presentations, and program materials for Breakfast Links, Business Network Lunch, Lunch, Learn, and Lead events, and Cornerstone.
- Photograph events and create social media posts and online event graphics for recurring and annual Chamber events, ensuring inclusion in the weekly newsletter. Assist with creating recap videos for social media channels, when appropriate.
- Oversee the weekly Chamber newsletter, including content development, coordination, and distribution.
- Develop, maintain, and update the annual sponsorship packet for Chamber programs and events.
- Manage and update content and photography for the annual printed Community Guide & Business Directory and the Georgetown Map.
- Develop marketing collateral such as brochures, flyers, advertisements, and other materials as needed.
- Collaborate with the CEO to develop overall communication strategies and establish brand-style guides for both the Chamber and the Event Center.
- Serve as staff lead for the Jr. Leadership Georgetown program, working closely with the volunteer chair and the Director of Programs & Events. Attend all program sessions (once per month).
- Oversee the Chamber's monthly marketing program.
- Assist members with the online Member Information Center (MIC)
- Other duties as assigned by the CEO.

### **General Office Expectations:**

- Adhere to all policies set forth in the Employee Handbook.
- Provide administrative support to the office staff such as creating excel spreadsheets, power points, or word documents, as assigned.
- Demonstrate a positive and collaborative work relationship with the team, our membership, Board of Directors, renters, and visitors with a focus on accomplishing the goals of the entire organization.
- Maintain general knowledge of chamber programs and services. Understand all membership levels and benefits and be able to discuss with any prospective business.
- Demonstrate an understanding of the Chamber's value to the community and to its members and visitors.
- Provide exceptional customer service with Members, renters, and guests of the Chamber.
- Work at all fundraising events and assist at membership events, as assigned.
- Always act as a team player by being alert to things that need to be done that are not listed in the position description. Take the initiative to get things done, with minimal supervision, and be alert to other items that need to be accomplished that may not fall in your job description.
- Maintain strict confidential information acquired in this position.
- Provide administrative support in the office, as needed.
- Ability to multitask.
- Assist other roles as needed.

### **Technical**

- Maintain and update the Chamber's CRM platform (ChamberMaster).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Proficient understanding of Canva, Constant Contact, and social media platforms.
- Strong time management and organizational skills with the ability to manage multiple priorities effectively.
- Strong public speaking, research, and writing skills. Demonstrated ability to communicate effectively through verbal, nonverbal and active listening skills with volunteers, members, and co-workers.

### **Physical Requirements**

- Ability to run occasional work-related errands, including deliveries and purchases (mileage reimbursed).
- Ability to lift and carry materials/small equipment as needed; occasional use of a ladder.
- Ability to stand for extended periods of time during Chamber events and programs.
- Ability to move, set up, and break down event materials and equipment as needed.

### **Education / Experience**

- Bachelor's degree is preferred, ideally in related field.
- Three or more years of relevant professional experience preferred.