

Job Title: Communications & Marketing Specialist

Organization: Odessa Chamber of Commerce

Location: Odessa, TX

Closing Date: May 28, 2021

Job Description: Marketing & Communications Specialist Chamber Operations Director of Operations Exempt March 2021

Summary: Responsible for all aspects of communications for the organization including brand management, marketing, public relations, advertising, and social media through various communication channels including website, newsletter, social media, as well as graphic design.

Essential duties and responsibilities: Other duties may be assigned.

- Develop, implement and manage Chamber's Annual Marketing Plan.
- Serve as write and editor for all internal and external communications produced by the Chamber.
- Manage internal print needs (letterhead, envelopes, and business cards).
- Responsible for updating website on a regular basis.
- Plan and execute initiatives to reach target audience through appropriate channels (social media, e-mail, TV, etc.)
- Schedule social media post through Facebook Business Suite and Twitter scheduling.
- Responsible for monthly marketing report including website, app, social media analytics.
- Assist in developing and designing marketing materials.
- Produce Annual Report.
- Manage video/photo productions for events and marketing purposes.
- Regularly prepare and distribute email blasts to all members and member sub-categories
- Prepare all event fliers, programs, signage/banners and brochures with creativity and accuracy.
- Coordinate media at events.
- Prepares annual communications budget and controls expenses within approved budget.
- Draft and disseminate all chamber press releases.
- Maintain an accurate media list and pitch relevant stories to local media outlets.
- Project manager for annual Chamber Directory/Membership Guide.
- Manages Chamber advertising opportunities to membership including E-blast, Email banners, etc.
- Sends emails via Email Marketing Software (e-blast) (i.e. Constant Contact, Mailchimp)

Supervisory Responsibilities: This job has no supervisory responsibilities.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience: Bachelor's degree (B. A.) from four-year college or university with an emphasis on communications, advertising, marketing, graphic design and/or website design; or

two to three years Website design and maintenance and communications experience in a Chamber of Commerce or similar organization in lieu of a Bachelor's degree. Solid computer skills, including Adobe Creative Suite programs (InDesign and Illustrator), web analytics and Google AdWords. Thorough understanding of marketing elements including traditional and digital marketing such as SEO/social media marketing, etc. Creative writing skills and social media marketing skills. Knowledge of Email Marketing Software (i.e. Constant Contact, MailChimp).

Language Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to create and maintain internet-based Websites, to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public,

Mathematical Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Other Skills and Abilities: Ability to use specialized computer programs to produce editorial and graphic literature. Must be knowledgeable in publication production. Ability to write, edit and lay out reports, business correspondence, and feature articles for assorted Chamber publications. Knowledge of Facebook Business suite to schedule post and pull analytics for reporting. \

Required Software Experience: Experience in the use of WordPress or similar software for Website design, Microsoft Office, Power Point, Adobe Illustrator, Adobe InDesign, Adobe Photoshop and Acrobat Reader on a Windows Operating system platform.

Certificates, Licenses, Registrations: Current Driver's license

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.

How to Apply: Send resume to Lynn Van Amburgh lynnva@odessachamber.com or P.O. Box 3626 Odessa, Texas 79760 or call 432-333-7862