

CHAMBER OF COMMERCE
Serving Lexington, Buena Vista, and Rockbridge County

Position: Communications Director

Classification: Exempt

Reports to: Executive Director

DUTIES AND RESPONSIBILITIES

Communications:

- Maintain all Chamber social media channels, using the highest integrity and thought behind each.
- Oversee digital communications via Constant Contact, including the creation of the *Chamber Weekly* and event or program invitations.
- Monitor and update the Chamber website, including content, events, and public calendar.
- Work with design company on our annual membership guide and print directory.
- Responsible for the creation and distribution of press releases for Chamber announcements and events.
- Coordinate online and virtual events for the Chamber.
- Manage event registrations including attendance, ticketing, and other financial transactions.
- Create new and innovative activities to evolve program offerings based on changing business needs and feedback from business partners, team members and vendors.

Marketing/Advertising:

- Maintain and update *Chamber Benefits Card* program and offerings.
- Responsible for event specific marketing, including logos, design, invitations, etc.
- Work with members to update their Enhanced Listing on the Chamber website.
- Proactively identify improvement opportunities and solutions, including the identification of new valuable opportunities for member advertising.

Administrative Tasks:

- Oversee inventory of branded materials and office supplies.
- Work with Membership Director on annual membership billing and campaigns.
- Ensure that all general accounting is done via QuickBooks in a timely manner.
- Responsible for taking minutes at board meetings and transcribing those minutes.

Other Duties:

- Participates in appropriate professional development activities such as workshops, classes, literature reviews, etc.
- Performs other duties as assigned by Executive Director.
- Maintains personal and professional commitment to the Chamber and its mission.

QUALIFICATIONS

- High school diploma/GED required. Technical degree, associate in arts degree (AA), or bachelor's degree (BA) in marketing or communications preferred.
- 5+ years communication experience preferred.
- Excellent computer skills with experience in all Microsoft Office programs, QuickBooks, and design suites preferred.
- Excellent communication and organizational skills.
- Pleasant, professional demeanor and desire for effective teamwork with coworkers.

WORKING CONDITIONS

- 40 hours per week; may include some weekend or evenings to meet the Chamber's needs and accomplish the duties of this position.
- Comply with and set example of compliance with the Chamber's policies and procedures; comply with legal requirements for non-profit organizations.
- Perform and complete duties under stress and demands from different sources and meeting strict deadlines.