



Marketing Director Job Description

This is an exciting opportunity to join the staff at the Licking County Chamber of Commerce. The Chamber is a high-profile nonprofit organization that works with the county's business community to build a strong local economy through economic development, political action and membership programs. The Marketing Director position offers the opportunity to interface with businesses of all sizes and types in an exciting work environment. The position requires strong organizational, communication and presentation skills, personal initiative, and the ability to multitask. The successful candidate will oversee the marketing and communications plan, as well as manage the many events which are held throughout the year. A synopsis of the responsibilities and qualifications are detailed below.

Duties and Responsibilities:

- Spearhead the development and execution of 30 plus events annually, which involves creating and managing budgets and financial underwriting; developing market materials, press releases; and coordinating logistics with sponsors, vendors, staff, volunteers and location
- Ensure that all members receive a high return on their membership investment with relevant, responsive and timely services, communication, program and events
- Develop strong relationships with key stakeholders, help create and execute new programming and partnerships
- Maintain current member records and reservations, including, but not limited to Chamber Master Software.
- Create content for social media, website, annual report, newsletter and other marketing materials

Qualifications:

- Proven ability to develop, manage and execute creative marketing campaigns, events and projects
- Background in graphic design and proficient in Adobe Creative Suite and Microsoft Office programs
- Experience with managing social media profiles and campaigns across platforms using scheduling tools, as well as maintaining website presence and executing email campaigns
- Strong interpersonal skills to effectively build relationships with members and community stakeholders
- Experience and success in developing written, oral and visual presentation materials
- Adept at organization, must be able to plan and prioritize workload involving multiple projects
- Strong ability to work independently and as part of a team
- Business/non-profit background helpful, some college preferred

For consideration, submit a cover letter, resume and salary history electronically to Jennifer McDonald at the Licking County Chamber of Commerce, jmcdonald@lickingcountychamber.com.