

JOB DESCRIPTION

SHAWNEE CHAMBER OF COMMERCE

For the position of Director of Marketing and Events

Please email resume including cover letter, three references and salary requirements to info@shawneechamber.com by August 5, 2022.

EMPHASIS OF POSITION:

- Primary responsibility for creation and execution of high-quality communications on behalf of Shawnee Chamber of Commerce, Visit Shawnee and Shawnee Economic Development Council to members, community and visitors.
- Primary responsibility for planning and execution of Shawnee Chamber marquee fundraising events including Annual Dinner, Golf Tournament and Chamber Trivia Night and all Visit Shawnee community events.
- Support the mission of Visit Shawnee in attracting visitors to Shawnee through marketing of events and attractions to potential and actual visitors.
- Support development of marketing strategies and campaigns to inform members of Chamber and EDC programs, events and opportunities.
- Support development of marketing and communications strategies and campaigns to position Shawnee as the preferred location for businesses to locate or expand.
- Develop and maintain excellent relations with new and existing members resulting in increased levels of member retention.
- Content creation and management of all Shawnee Chamber related social media channels.
- Establish and maintain relationships with Shawnee and Kansas City metro media outlets.
- Responsible for overall knowledge and expertise of website maintenance for all Chamber divisions websites.

KNOWLEDGE, SKILLS, ABILITIES & EDUCATION:

- Bachelor's degree in business, communications, or related field.
- Excellent verbal and written communication skills.
- Proficiency in software applications, including skill sets for website, graphics and database systems. Word Press experience preferred.
- Strong organization and problem-solving skills along with the ability to prioritize effectively.
- Maintain a high degree of accuracy with close attention to details.
- Ability to work with businesses, volunteers, and staff at various levels.
- Ability to lift and move event supplies and materials, set up tables and tents for events.

OPERATIONS DUTIES WILL INCLUDE BUT NOT BE LIMITED TO:

1. **Communications and Marketing**

- Direct and manage the creation, production and distribution of collateral and media materials in support of the mission of the Chamber, Visit Shawnee, EDC and Downtown Shawnee and ensure adherence to brand guidelines in all marketing venues.
- Support Visit Shawnee Executive Director in targeted strategies to attract new tourism markets to Shawnee. This may require scheduling time outside of normal business hours.
- Designated support position to the VS Executive Director for community and regional events.
- Functions will include social media, newsletters, annual reports, news releases, event programs, advertising, annual member resource guide publications, postcard mailer, weekly member updates, electronic communications, marketing materials for Chamber events, Economic Development Council, Visit Shawnee, Downtown Shawnee and All in Shawnee.
- Develop and execute the social media outreach including Facebook, Twitter and LinkedIn for all Chamber divisions and initiatives.

- Provide marketing and communications support, guidance and recommendations for projects instigated by all divisions of the Chamber.
- Manage, update and oversee the four websites of the corporation including timely updates, content development, photos and news (supported by other staff), as well as hosting agreements, maintenance and upgrades for all divisions.
- Oversee development and execution of Chamber's lifestyle brands including Downtown Shawnee and All In Shawnee including all applicable marketing strategy and execution
- Designated video and photographer for programs and events.
- Develop and implement ongoing evaluations and analyze member feedback to gauge member satisfaction and organizational impact.
- Responsible for the Chamber's existing marketing program to sell online advertising and enhanced listings; including developing additional revenue streams through marketing opportunities.
- Manage and approve member contributed content of the Chamber blog.
- Other duties as assigned

2. Marquee Events and Fundraising

- Responsible for establishing and meeting fundraising goals for marquee Chamber events.
- Responsible for planning and executing marquee events in a manner that is in keeping with Chamber core values and members expectations of innovative and remarkable events. These duties include but not limited to management of budget, venue selection, vendor procurement and management, volunteer recruitment and management and general details that lead to an exceptional event experience for members and guests.
- Manage Annual Dinner and Golf committees
- Marketing of events including creating all collateral material either in-house or with assistance of outside agency
- Create post event evaluation for members and for purposes of internal management.

3. Media

- Establish and maintain working relationships with media sources in Shawnee and the Kansas City metro
- Pitch story ideas to the media for coverage of Chamber and member events.

4. Other duties:

- Attend appropriate continuing education, staff training conferences and seminars as the budget permits.

Accountability: The full-time position is an exempt position and may require additional hours outside of the 40 hours work week. The Director of Marketing and Events reports directly to the Chief Executive Officer. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by the CEO. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.

Updated: June 2022

The Shawnee Chamber of Commerce is an equal opportunity employer.

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