



Job Description

Title:	Marketing & PR Specialist
Reports to:	President
Direct Reports:	None
Location:	Hybrid – Athens office, remote, occasional event location
Shift:	Day with occasional evening event.
Weekly Hours:	15-hour flexible schedule

Summary:

The Marketing and PR Specialist's primary responsibility is to design and manage the development, coordination, and implementation of all marketing initiatives. Initiatives include but are not limited to print and digital advertising, website development, social media, and special events. This person will work independently, as needed, and serves as a marketing lead in collaboration with the Director of Operations, Ambassadors, interns, and others to understand marketing requirements and develop those requirements into integrated marketing initiatives to increase brand awareness and encourage membership to the Athens Area Chamber of Commerce.

Responsibilities:

- Brand Management
 - Responsible for all quality control of marketing collateral for consistency and accuracy, as well as effective messaging
 - Create, develop, and oversee branding standards across organization
 - Develop and evaluate marketing strategy and communication plan, based on knowledge of established objectives, characteristics, and budget
- Deliverables
 - Designs creative marketing materials that are within branding guidelines
 - Manages and develops all online marketing initiatives and strategies including website development, e-newsletters, and email campaigns
 - Develops and writes engaging content for multiple platforms such as digital and print advertising, newsletters, website, social media, email marketing and more
- Collaboration & Communication
 - Assist in coordination and participates in promotional activities and special events, working to effectively market program incentives and benefits
 - Creates and tracks project timelines and budgets as assigned to ensure projects and tasks are completed on-time and on-budget
 - Other duties as assigned

Required Education & Experience:

- Excellent writing and editing skills
- Strong creative development and graphic design skills
- Demonstrated capability of success in development and execution of bold, creative, integrated marketing strategies in a cost-effective manner
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
- Degree in Marketing or related field; OR 2+ years of work experience in marketing or related field with demonstrated project management experience.

Desired Education, Skills, Qualities & Experience:

- Strong working knowledge of Adobe Creative Suite
- Strong working knowledge of Microsoft Office Suite
- Experience with website content management systems (Word Press)
- Strong working knowledge of social media platforms
- Bachelor's degree in Marketing or related field; OR 3+ years of work experience in marketing or related field of which 2 years is project management experience

Measures of Success:

- Strong social media presence resulting in growth of engagements
- Production of regularly scheduled communication in a timely manner e.g., press releases, newsletters
- Growth in overall Chamber membership
- Membership diversity in industry, geography, and company size
- Financial performance against budget

Compensation & Benefits:

Start at \$14 an hour commensurate with experience

Retirement Plan with match

15 hours paid time off annually

10 paid holidays annually

About the organization:

The Athens Area Chamber of Commerce is a 501c(6) not-for-profit membership based business organization located in Athens County Ohio. Serving as the central voice and image of the area business community, the Chamber represents over 400 members and its mission is to strengthen our business community through collaboration, engagement, and strategic partnerships. We strive to create workplaces that reflect the communities we serve and where everyone feels empowered to bring their full, authentic selves to work. We celebrate multiple approaches and points of view and believe diversity drives innovation. With a dedicated will to succeed through can-do attitudes, service delivery and follow through, Chamber staff, Board of Directors, and volunteer committee members are encouraged to learn new or sharpen existing skills.

Please submit resume and cover letter to Dani Underhill, President at dani@athenschamber.com. Application deadline is March 5 at 5PM. No Phone calls please.