



Evanston Chamber of Commerce
1007 Church Street
Evanston, IL 60201

Posted 1/28/2022

POSITION: Marketing & Events Manager
REPORTS TO: Executive Director
STATUS: Full-time, Exempt
SALARY: \$50,000 annually

POSITION SUMMARY:

The Marketing & Events Manager is responsible for managing the Chamber's day-to-day communications, implementing marketing strategies to grow the Chamber's audience and brand, and playing the lead role in project-managing and facilitating all Chamber of Commerce events and programs.

PRIMARY RESPONSIBILITIES:

Marketing & Communications

- Develop cohesive communications, content, and brand strategy across all public-facing and member-facing platforms along with Executive Director to promote Chamber and Chamber member businesses
- Manage and deliver weekly and monthly e-newsletters promoting Chamber events/meetings and member events
- Manage all Chamber social media accounts (Facebook, Instagram, Twitter, LinkedIn, Youtube, and other emerging channels)
- Manage Chamber website messaging – including all content, copy, graphics, schedules, and announcements
- Develop systems and best practices for elevating and significantly growing the Chamber's online presence, audience, brand, and membership
- Create content for use across all Chamber communications and platforms (photos, videos, promotional copy)
- Work with Chamber members to promote their businesses and amplify visibility for their events, promotions, earned media, and hiring opportunities
- Work with staff, board, and board committees to leverage marketing as a tool for member recruitment and member retention
- Secure advertising sponsorship from members in Chamber publications and media
- Develop and facilitate chamber advertising program as a benefit to members and as a revenue generation opportunity for the Chamber
- Maintain and elevate Chamber's visual brand through graphics, logos and branding and working directly graphic designers, printers, website developers
- Coordinate, produce, and edit print publications or marketing collateral
- Coordinate and act as a liaison to any third-party contractors or consultants who the Chamber works with to develop print or digital marketing pieces and/or community guides

Events & Operations

- Serve as the point-person for all chamber events and programs to staff, board of directors, chamber members, committees, third-party contractors, and event planners
- Administers all phases of events and programs, including but not limited to registration, planning, run-of-show, back-end administration, day-of oversight – and see all planning and operations through to completion
- Work with board and committees to create/maintain calendar and yearly schedule of signature events, professional networking events, Annual Celebration, Mashup, and other chamber programming as assigned
- Recommends, develops, and implements effective marketing plans for generating event revenues and event sponsorships
- Recruits and engages board, committees, and members in chamber events and planning

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, Public Relations, Not-for-Profit Management or related field (or equivalent experience)
- 3-5 years professional Marketing/Communications experience in a professional setting
- Proficiency in Microsoft Office (Word, Outlook, Excel, PowerPoint)
- Proven track record managing professional social media accounts and/or newsletters
- Experience planning events or delivering public/member programs
- Ability to work events and meetings before and after normal business hours and occasionally on weekends
- Team player attitude that works well in a small group
- Demonstrated writing and copy-editing experience
- Ability to lift at least 20 lbs.

PREFERENCE WILL BE GIVEN TO CANDIDATES WITH

- 5+ years experience working in office setting for not-for-profit, membership organization, chamber of commerce, or community organization
- Event Planning background
- Graphic design proficiency
- Experience or proficiency in MailChimp, Constant Contact, ChamberMaster or GrowthZone
- Passion for photography, videography, or content creation
- Passion for community development
- Experience growing a brand and using analytics to build cohesive communications and audience strategies
- Knowledge of the Evanston-area
- Bilingual candidates strongly encouraged to apply

Position is located on-site in Evanston, IL. *Candidates must be located near Evanston or within the Chicago area to be considered. Staff is vaccinated/boosted and taking pandemic guidelines seriously. Remote work will be allowed as necessary due to the ongoing nature of the pandemic, but this position will be primarily in-person during regular circumstances.*

To apply please email **cover letter** and **resume** with the subject line "Marketing & Events Manager – YOUR NAME" to info@evchamber.com

Applications will be accepted on a rolling basis until the position is filled.