

# San Rafael Chamber

**JOB TITLE:** Event and Marketing Manager June 2018

**REPORTS TO:** President and CEO

**OVERVIEW:** This is a full-time, exempt position, eligible for benefits as outlined in the employee handbook.

Responsible for the successful planning, implementation, and management of San Rafael Chamber of Commerce programs including the I BELONG Program and others as assigned by the CEO.

Responsible for the successful planning, implementation and management of two Signature Events.

Responsible as staff liaison to the following committees: Education Committee, and Business Showcase Committee, and other event committees as needed.

Responsible for working with business development department to enhance revenue generation and sponsorship communication for the Leaders Circle Program.

Responsible for marketing of the Chamber events and Chamber branding through e-newsletters (minimum 2 per month) the creation of press releases, marketing and promotional materials (print, online and social media). Manages marketing of Chamber signature events.

**DUTIES:**

## **Events**

Plans and coordinates details for Chamber's events including the Excellence in Education Awards at the May Mixer, the New Teacher Welcome at the October Mixer, the Member Milestone and Volunteer of the Year recognition at the December mixer, the I Belong Campaign, and the annual Leaders Circle sponsorship recognition dinner.

Plans and coordinates details for two signature events: the Marin County Business Showcase (Fall) and the State of the City Dinner (Spring). Completes basic administrative and marketing tasks to make Chamber Committee meetings successful with the ultimate goal is to empower Chamber Committee Chairs and Co-Chairs, as well as other Committee members to be responsible for self-administration (agendas, meeting minutes).

Develops, plans, coordinates and manages the annual Mixer schedule, locations and programs.

#### **Volunteers & Interns**

Oversees Chamber Intern when applicable, with tasks to include the following: interview / recommendation process, task development, implementation and facilitation, as well as position oversight.

#### **Marketing and Communications**

Responsible for designing or coordinating the design of all marketing material for flyers, invitations, and programs for events. (Adobe Creative Suite experience preferred)

Responsible for all event promotion including press releases, E-Vents Insider e-newsletters and website content, as well as posting and advertising on social networking sites.

Responsible for scheduling and coordinating all ad placements with Marin IJ, NorthBay biz Magazine and North Bay Business Journal, and others as applicable.

#### **OTHER:**

Works with Administrative Assistant and Bookkeeper to ensure all monies are received and that all budgets match profit and loss statements.

Assists in receiving incoming calls, working with walk-in visitors and disseminating information about the Chamber and the community.

Provide periodic written updates to CEO of upcoming schedule, current program financial progress/status and sponsorship/membership/event priorities for the upcoming agreed upon time period.

Fulfill any other reasonable request by the CEO.

Responsible for evaluating and maintaining job requirements and tracking time spent according to the requirements.

#### **QUALIFICATIONS:**

- College degree preferred
- Strong communication skills required
- Strong organizational skills; ability to manage priorities and workflow
- Strong attention to detail
- Management experience preferred

- At least 5 years of computer experience relating to Windows platforms (MS Word, Excel, Outlook, and Publisher); Adobe Creative Suite, website content management and social networking skills preferred
- Sound judgment and the ability to make decisions in the best interest of the Chamber and its members
- Leadership and business acumen skills, and able to work independently
- Commitment to Integrity, Communication and Customer Service
- Able to work flexible hours
- Ability to work with a great, dynamic and fun staff team
- This position requires the incumbent to be able to communicate effectively with volunteers, members, suppliers, media and others to promote events. Must be able to present information in one-on-one settings and in front of groups. Must be able to use the telephone to communicate as well as use the computer to research, create materials, communicate. Position requires ability to listen to others as well as observe body language. Incumbent must be mobile, able to attend meetings, events at different locations. Direct/observe/perform event set up including the ability to lift 50 lbs, person might need to climb stairs, kneel, stand to assist with event set up; select decorations; listen to sound systems; check lighting and so on. Must be able to remain in stationary position or more likely traverse venue space during length of event including all of the set up and break down.

**COMPENSATION:**

- DOE - Salary with incentive based bonus structure