



Director of Marketing

General Purpose

The Director of Marketing will plan, execute and manage the marketing strategies of the Jonesboro Regional Chamber of Commerce. The Director will enhance the image of the Chamber through communication with the media, the Chamber membership and the general public, and coordinates efforts to market the value of the Chamber to the business community.

Primary Responsibilities

- Develop and maintain updated content of all websites associated with the Chamber
- Create, manage and post content on all Chamber social media platforms
- Create and manage multi-media projects and campaigns for Chamber activities and programs
- Oversee production of all publications
- Work with Chamber committees as needed to develop marketing for events and projects
- Develop and implement a plan for the promotion and sale of advertising to Chamber members
- Take photos at all Chamber events and manage database of photos
- Schedule, create and oversee all email blasts for the Chamber, as well as schedule and oversee all member-to-member email blasts
- Attend all Chamber functions

Education and Experience

- Bachelor's degree from an accredited college or university required; degree in business, marketing, advertising, public relations, or related discipline preferred
- Three years' experience in business or related field preferred

Key Competencies

- Strong written and verbal communication skills
- Ability to coordinate multiple projects under tight deadlines and deliver error-free product
- Must be detail-oriented, self-motivated with strong time management skills
- Computer literate with excellent design, writing, social media and website management skills
- Excellent teamwork and diplomacy skills
- Ability to develop and implement effective, short- and long-term marketing campaigns

Essential Functions

Sitting, standing, stooping, bending, reaching, twisting, turning, lifting (<40 lbs). Close eye work. Use computer, calculator, copier, and other office equipment. Communicate proficiently in English, both verbally and in writing.

To apply please send your resume to:

careers@jonesborochamber.com

The Jonesboro Regional Chamber of Commerce is a 501(c)6 non-profit organization that advocates on behalf of business and represents over 1,300 members.