



## **Marketing & Communications Manager JOB DESCRIPTION**

Position: Marketing & Communications Manager

Reports to: President & CEO

Position Type: Full-Time

### **About the Round Rock Chamber**

For 75 years, the Round Rock Chamber has advanced the business community, improved quality of life, and increased prosperity for our region. The Chamber does this by acting as a catalyst for business growth, a convener of community leaders and influencers, and a champion for stronger communities. By focusing on meaningful and measurable results in support of our approximately 875 investors and the City of Round Rock, we're ensuring our community remains the preeminent destination to live and work in Texas.

### **Job Summary**

To effectively accomplish this mission, the Round Rock Chamber is seeking a dynamic, detailed, goal-oriented and results-driven professional to serve as our Marketing & Communications Manager to support the attraction, retention and engagement of our investors while also supporting economic development initiatives to proactively market the City of Round Rock to external audiences in an effort to promote the community as a top place to live, work, and build a business.

The Marketing & Communications Manager is a cross-functional role that works collaboratively across all departments to elevate the organization and investor experience by leading the development and execution of all external and internal marketing and communications. The right candidate will create and execute consistent, integrated communications to support the Chamber's objectives, protect and enhance brand value and reputation, and ensure the Chamber's continued leadership as the economic generation leader for Round Rock.

### **Key Responsibilities and Duties**

- Develop and execute a strategic marketing and communications plan designed to elevate the Round Rock Chamber's brand, while also enhancing engagement of existing members, driving new investor recruitment, and supporting ongoing growth of the organization.
- Create and deploy a consistent voice for the Chamber in all facets of marketing and communications, keeping revenue-generating and brand-driven activities well-aligned with organizational objectives.
- Execute all communication and content development for the Chamber including advertising, press releases, weekly investor newsletters, website and social media content, digital marketing, event marketing materials, presentations, sales collateral, Annual Reports, and more.
- Update and maintain website content on an ongoing basis.
- Lead brand oversight for the entire organization.

- Support the economic development department by providing ongoing assistance on external marketing, investor communications, and business development activities.
- Develop and implement marketing and outreach initiatives to successfully promote and drive attendance to Chamber events, programs, and other development opportunities.
- Manage third-party vendor projects such as the creation of marketing collateral, graphic design services, photography or video production, digital ad campaigns, and more.
- Develop relationships with local media and serve as the primary media relations contact for inquiries, press releases, and other media outreach.
- Define key performance indicators for all marketing and outreach channels and report on performance outcomes to determine program success.
- Some out-of-market travel and on-site event support may be required.
- Perform all other duties as assigned.

### **Job Requirements**

- Experience and proficiency with WordPress, Canva, Adobe Creative Cloud, Mailchimp, facebook, Instagram, LinkedIn, and Microsoft Office 365. Ability and aptitude to work with various CRM systems and other software tools.
- Ability to work independently in a proactive and priority-based manner to meet deadlines and milestones
- Impeccable organization skills with the ability to manage multiple projects at one time
- Ability to effectively communicate in both oral and written communications
- Leadership skills to develop agendas and facilitate meetings, both internal and external to the organization
- Exhibit discretion and judgment to maintain confidentiality of all information both external and internal to the Round Rock Chamber
- Perform work responsibilities in an office setting at the Chamber during regular business hours (Monday to Friday)
- Participate in Chamber and Member events at locations throughout our region, some which may take place during evenings and weekends
- Ability and aptitude to gain a strong understanding of the Chamber, our programs and services, and the community while having the skills to communicate relevant information to prospective members and stakeholders
- Perform duties while exhibiting the Chamber's core values (Integrity, Unity, Collaboration, Innovation, Transparency, and Professionalism)
- Possess a strong work ethic and act as a reliable and dependable team player, poised to assist Chamber staff and volunteers
- Willingness to perform all other duties as required

### **Salary & Benefits Include**

- Employer sponsored health insurance, including dental and vision
- 401K retirement plan and match program
- Paid Time Off
- Collaborative and friendly organization culture that includes staff outings and team-building opportunities

**The Ideal Candidate Has:**

- 3+ years prior experience in marketing, public relations, and graphic design
- Proven success designing and executing marketing and communications strategies and campaigns
- Preference for fast-paced, goal and team-oriented environment
- Ability to work well under pressure and deadlines, with minimal supervision
- Bachelor's degree preferred