



Jonesboro Regional Chamber of Commerce Director of Marketing

JOB POSTING

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

- Create and execute all marketing, advertising and promotional activities
- Oversee production of all written and digital publications
- Assist with event planning, management and production, and attend all Chamber functions
- Develop and maintain all websites associated with the Chamber
- Create, manage and post content on all Chamber social media channels
- Interact with Chamber committees, volunteers, members and the general public on a regular basis

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
- Demonstrable photography and videography capabilities
- 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 1,100 member organizations.