



Vice President, Marketing

Job Type: Full-time, Salary

Reports to: President & CEO

The Little Rock Regional Chamber is the principal business-driven leadership organization responsible for fostering the economic growth and development of the Little Rock region to ensure that business and industry may operate profitably and enhance the earning opportunities and quality of life for every citizen.

Position Summary:

The Chamber is seeking a team-minded, results-driven professional to manage Chamber content creation, communications, and marketing strategies. Core responsibilities will include the creation of content for marketing campaigns, social media, member communications, the Chamber website, and press releases.

The successful candidate will be proficient in graphic design, photography, video editing, and writing for social media, blogs, press releases, and email newsletters. The individual in this position must have a “designer’s eye” consistent with the Chamber brand and will use analytics to drive results.

This position will serve on the Chamber’s leadership team and the candidate must have the ability to absorb and deeply understand all aspects of the Chamber’s mission and the complexity of the work we do and use that knowledge to proactively create marketing strategies and materials for each division of the Chamber.

The ideal candidate must act with integrity, be professional and respectful, value teamwork, and embrace change to pursue new and innovative ideas. The candidate must be dependable, discreet, collaborative, able to multitask, quickly identify and execute solutions, provide excellent customer service, work well with all team members, and must be able to tell the story of why we Love Little Rock. Additionally, this individual must demonstrate consistently good judgment and discretion in communicating sensitive materials and representing the Chamber publicly.

Principal Duties & Responsibilities:

- Create marketing and media plans for all Chamber, Economic Development, Academies of Central Arkansas, and Advocacy programming to include marketing timelines, tasks, checklists, and media strategies
- Develop and maintain relationships with local media – this position is not the media spokesperson on behalf of the Chamber, however, this position distributes approved media and must maintain those relationships
- Write press releases and media advisories with minimal guidance or direction and distribute them to media outlets per the media and marketing plan
- Create content for Chamber communications including e-blasts, invitations, talking points, letters, the website, and social media
- Design and create marketing and collateral materials using graphic design software (InDesign, Adobe Illustrator, and presentation software)
- Design and write Chamber publications, event collateral, digital and print advertising, social media posts, and membership collateral
- Ensure collateral materials are up-to-date and immediately available
- Manage and ensure a consistent chamber brand and image across all media channels and Chamber divisions
- Maintain relationships with corporate executives, Chamber members, regional partners, and Chamber staff, among others, to ensure community and regional awareness of team efforts
- Maintain and update the chamber website, manage any third-party website vendors, and conduct Google Analytics reporting

- Provide on-site A/V assistance and updates for the chamber building including updating the Daktronics screen on the front of the building and lobby television screen
- Manage, post, and monitor content for the chamber's social media accounts on Facebook, LinkedIn, Instagram, and YouTube
- Proactively identify regional news and promote those stories in coordination with division leads through the Chamber's Axios HQ platform
- Coordinate photography and videography for Chamber programming
- Other duties as assigned

Knowledge, Skills & Abilities:

- Bachelor's degree plus five (5) years of experience in communications, marketing, and/or public relations position (*a combination of education and experience may be substituted when proficiency is demonstrated*)
- Proficient in Photoshop, In-Design, Illustrator, and/or other graphic design software
- Experience with Canva, Constant Contact, Axios, Wordpress, Thrillshare, Airtable, and other software
- Experience managing multiple social media platforms
- Experience creating marketing plans and media strategies
- Experience crafting press releases and media advisories
- Strong public speaking and presentation skills
- Excellent relationship and interpersonal communication skills
- Existing connections with the media and regional business community is a plus
- Self-starter with demonstrated skills in taking initiative, problem-solving, and driving results
- Excellent writing skills with extensive knowledge of grammar
- Proficient in MS Word, MS Excel, MS Outlook, MS PowerPoint, CRM databases, and software
- Highly detail oriented with superior organizational skills
- Ability to work a flexible schedule as needed
- Valid driver's license and reliable personal transportation

Compensation and Benefits:

- Competitive compensation based on experience.
 - Benefits include medical, dental, and vision insurance, paid vacation, holidays, sick leave and 401k

Working Conditions/Physical Demands:

The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. The Little Rock Regional Chamber provides reasonable accommodation to enable individuals with disabilities to perform essential functions.

This position requires:

- Work that may be performed in an intense, fast-paced office environment, depending upon assignment.
- Requires the ability to understand verbal communication and to respond effectively.
- Positions in this class typically require reaching, typing, grasping, feeling, talking, hearing, seeing, standing for long periods of time, and repetitive motions in computer use.
- Requires learning and adapting new software.

The Little Rock Regional Chamber is an equal opportunity employer, dedicated to promoting a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability, or any other basis of discrimination prohibited by applicable local, state, or federal law.

How to Apply

Candidates must submit a cover letter, resume, and references, combined into one PDF document, to Kristi Barr at kbarr@littlerockchamber.com. Please include "Vice President, Marketing" in the subject line of the email. Successful candidates will be asked to submit examples of design work and a writing sample.