

**Wynne Economic Development Corporation (WEDC) /Cross County Chamber of Commerce -
Director of Marketing and Membership**

The Wynne Economic Development Corporation is hiring for a Director of Membership and Marketing. This position will be responsible for creating, maintaining, and disseminating marketing materials for the Chamber and WEDC through traditional mediums and social media. In addition, the position will focus on retaining and increasing Chamber membership through a variety of methods. This position will work in conjunction with existing staff and report to the President/CEO of the Cross County Chamber and Wynne Economic Development Corporation.

Director of Marketing and Membership Job Responsibilities:

- Using social media marketing tools to create and maintain the company's brand
- Develop strategy, manage, and grow the Chamber's social media engagement
- Working with marketing professionals to develop social media marketing campaigns
- Interacting with customers and other stakeholders via the company's social media accounts
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- Oversee content of monthly member focused email newsletter; grow circulation of newsletter
- Respond to consumer email inquiries and facilitate information sharing
- Help develop and implement new membership engagement programs
- Help identify and cultivate new members and retain current members
- Develop creative and engaging membership marketing materials
- Provides administrative support to ensure efficient operation of office
- Answers phone calls, schedules meetings and supports visitors.
- Supports team by performing tasks related to organization and strong communication
- Other duties as assigned

Preferred Qualifications:

OTHER JOB-RELATED EDUCATION AND/OR EXPERIENCE MAY BE SUBSTITUTED FOR ALL OR PART OF THESE BASIC REQUIREMENTS

- Bachelor's Degree or higher
- Minimum of one (1) years' experience working in a nonprofit or event management position, including overseeing volunteers, fundraising and events.
- Working knowledge of nonprofit organizations or membership-based associations.
- Experience in sales, fundraising, budgeting, and membership development.
- Must have strong time management skills.
- Must be a team player that works well in adapting environment.

- Working knowledge of personal computers, basic computer programs, and databases.
- Valid driver's license with a licensed and operable vehicle.
- Self-motivated and possesses strong interpersonal skills, the ability to motivate volunteers and work well in a team environment.
- Ability to work in a team environment and assist other members when needed.
- Ability to manage multiple projects and demands simultaneously

Preferred Skills:

- Professional or corporate social media and/or other digital media experience
- Knowledge of applicable software including Microsoft Word, Excel, Outlook, PowerPoint, etc. and Adobe Acrobat, Photoshop, and InDesign
- Knowledge of, or experience with, web design and content creation
- Strong critical thinking skills
- Strong written and verbal communication skills
- Professional administrative skills

For more information, contact the Cross County Chamber of Commerce

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