



-Job Description: Director of Marketing/Events/Information Technology-

ACCOUNTABLE TO: President/CEO **DIRECT REPORTS:** Volunteers

Position Requirements and Qualifications: Self-motivated, self-confident, results oriented individual with the ability to manage several tasks simultaneously, fundraise and work in abstract environments. Must show demonstrated success in events management; negotiations, ability to work under pressure while long range planning. Candidate is required to have excellent verbal and written communication skills; exceptional customer service skills and professional, mature attitude with ability to collaborate with multiple levels of partners.

General Description: Oversees the planning, development, and implementation of all the marketing initiatives and strategies for Shawnee Forward, Inc under the supervision of the President/CEO. The Marketing Director is responsible for marketing, communications, public relations, events, and information technology. This is a professional position that supports the entire Shawnee Forward staff, both economic development and Chamber community projects and tasks, as well as other duties as assigned. The work of the Director of Marketing is outlined by the strategic plan to ultimately, support, growing and recruit businesses & targeted industry sectors in the region.

Essential Areas of Responsibility

- Fundraise
 - Utilizing marketing services, events and programs to hit annual fundraising budget
 - Lead all volunteers and sponsors for all events
 - Work with efficiency to also stay within the budget on all spending
 - Recommend any adjustments and changes to annual fundraising events, stay abreast of trending fundraising ideas and initiatives
- Research, write, edit, designs and update all Shawnee Forward publications, including:
 - Annual Community Profile and Membership Directory
 - Member Benefits Brochure
 - Draft Night booklet and visual arts production
 - Legislative Agenda
 - Business Plan & Annual Report
 - Style Guide
 - All Event Cards, including eventbright and Facebook marketing pieces
 - Event Save the Dates/Invitations/Promotional Graphics, if needed



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- Economic Development brochures, flyers and promotional materials
- Plans and coordinates print ordering and adheres to deadlines
- Creates video for events, programs, and projects, specifically for Annual Awards Banquet, Draft Night, Retreats, or Conferences
- Manages social media for ALL programs and events or delegates responsibility to intern when applicable
- Coordinates website re-designs as directed by CEO
- Produces content for and distributes email campaigns, including Monday Memo, monthly eNews and client specific emails
- Manages Shawnee Forward website updates and serves as conduit to hosting company
- Maintains logo updates for all members
- Coordinates Shawnee Young Professionals program
- Serves as the subject area expert in the areas of communications. Keeps President/CEO updated on trends and new programs at least quarterly
- Attends board meetings and provides monthly marketing and fundraising reports
- Schedule, promote and track attendance for learning luncheons
- Offer marketing and promotional expertise to members on fee basis as set by the Board of Directors in annual budget
- Operate office equipment and technology with high efficiency
- Podcast production
- Organize volunteers and design curriculum for annual Leadership Shawnee class

Work with Membership team:

- Schedules/promotes/attends ribbon cuttings and writes press releases to distribute to media and post on Shawnee Forward's social media.
- Attracts new members through quality programming, personal meetings, phone calls or emails; follow up with guests who attended events about membership.
- Manage the email drip campaign to current and prospective members
- Creates and distributes annual membership survey and compiles results
- Researches, writes and distributes press releases for Shawnee Forward events, programs, awards and projects
- Monthly Marketing Mastermind Sessions

Report:

- To board as needed
- To CEO as needed
- To committees as needed

Submit resume to ceo@shawneeforward.com