



Director of Communications

Job Description

Job Title:	Director of Communications	Travel Required:	Occasional
Department/Group:	Operations/Communications	Reports to:	President/CEO
Level/Salary Range:	Hourly	Classification:	Non-exempt

Revision Date: January 2022

Position Overview

This position is charged with overseeing, maintaining and enhancing the Bixby Metro Chamber of Commerce's online presence, and serves as the organization's graphic designer. This includes both daily and strategic long-term maintenance and innovation, in keeping with the Chamber's mission, brand strategy and communications policies. Under the supervision of the President, this position manages the Chamber's various communications efforts, including media relations, Chamber Membership recruitment, event/program promotion, etc.

Essential Job Functions

- Overseeing, maintain and enhancing the Bixby Metro Chamber of Commerce and the Bixby Development Foundation's online presence
- Serve as the organization's graphic designer
- Assist with, and attend, business-related events as designated
- Participate actively in staff meetings and activities and Chamber events
- Attend Committee meetings as necessary to share and receive information
- Abide and encourage employees to follow Bixby Metro Chamber Employee handbook
- Abide and encourage employees to follow the internal vision statement
- Represent the Bixby Metro Chamber in a professional manner while working among the Membership
- Attend Chamber events and programs as required
- Attend weekly staff meetings
- Attend outside training where applicable
- Perform other related duties as assigned.

Specific Responsibilities

Member Recruitment/Outreach:

- Coordinate membership recruitment collateral in cooperation with Director of Membership. Includes conceptualizing, and/or designing, writing, and editing membership recruitment packet contents, etc.
- Manage and implement overall Chamber image campaign, including advertising in various media outlets and various promotional tactics to increase awareness of the organization and generate interest in Chamber Membership
- Manage the production of all the Chamber's publications including the annual magazine, relocation guide, business guide, and economic profile. Provide direction on editorial content and layout, writes, edits and coordinates production with publisher.



Publications:

- Including, but not limited to:
 - Bixby Living Guide
 - Move to Bixby Guide
 - Economic Profile
 - New Business Guide
 - New Resident Welcome Letter

Website:

- Manage the written content added to the Bixby Metro Chamber of Commerce website as well as manage additions of news to the website. Responsible for working with the IT provider and marketing company on any needed redesign of the website.
- Manage Member-directed electronic communications, including writing and editing the weekly eNews and posting website news content.
- Oversee development and implementation of the Bixby Metro Chamber of Commerce website, serving as project manager and primary liaison between third-party vendors and the Chamber.
- Website content development and update as needed
- Maintain and increase the value of www.bixbychamber.com and related websites
- Oversee research, writing and content development for all Chamber marketing and communications vehicles
- Maintain presence and interaction on all social media and other commercial platforms
- Implement the digital media strategies of the Chamber marketing plan to develop relationships with Members, potential Members and key constituencies while keeping with the Chamber brand
- Maintain archive of digital photos and videos from Chamber events

Media Relations:

- Maintain all Media Relations
- Email marketing and social media
- Track newspaper and website articles
- Develop and maintain media lists
- Media kits for chamber activity
- Take photos at all events
- Create and distribute Press Releases as needed

Event/Program Promotions:

- Manage and implement integrated marketing/communications plans for all events/programs/initiatives. Related duties often include, but are not limited to, designing and/or conceptualizing invitations and collateral pieces, coordinating related media efforts, coordinating advertising, etc., with Director of Events.



- Co-managing the production of The Chamber's annual Co-Branding Opportunities Book. Provide input on the direction of the content and layout, write, edit and coordinate production. President coordinates aspects of project as well.
- Investigate and Implement additional funding opportunities, that are not physical event based, for both Chamber and Foundation

Event/Program Technology and Media

- Manage and implement all technology and media needs for all events and programs in coordination with leads. Includes maintenance, management, transportation, set up, and breakdown of needed technology.

Email Marketing:

- Use Constant Contact to set up and send all electronic communications from the Chamber
- Maintain a schedule of e-mails to combat over communication to Members
- Manage Chamber's e-mail lists using ChamberMaster database and Member-designated email preferences

Design:

- Design copy for invitations, reports, brochures and other materials, ensuring consistency of look
- Create all the design elements for the Chamber's local marketing campaign and Chamber events
- Work as the staff liaison on any design projects with third-party vendors
- Develop a timeline on all design projects
- Assist Director of Events with all Chamber Director of Events, design and print materials as needed
- Creates, edits and uploads videos for the Chamber's websites as needed

Social Media:

- Maintain all Chamber and Foundation social media
 - Posts
 - Interaction
 - Content Calendar

Supervisory Responsibilities

- None

Technology Requirements

- Proficient use of Microsoft Office Products
- Proficient use of ChamberMaster (will train)
- Skilled ability in Adobe Creative programs
- Constant Contact

Physical Demands

- Lifting up to 25 lbs unassisted



- Frequent prolonged standing, sitting, and walking.

Competencies (Knowledge, Skills and Abilities)

- Exceptional interpersonal skills (requires diplomacy, tact and a clear, courteous and professional manner when dealing with the public)
- Ability to handle multiple tasks simultaneously
- Flexible; openness to a variety of work and skill levels
- Attention to detail and deadlines
- Ability to effectively manage others
- Ability to self-direct workload and prioritize
- Initiative to move projects forward
- Ability to work cooperatively with staff and volunteers in a team environment
- Able to travel independently to and from events
- High energy level and a sense of humor essential

Certificates, Licenses, Registrations

- Chamber Management Institute – Oklahoma Chamber of Commerce Executives (Must be achieved within 1 year of employment, if not currently attained)

Educational and Experience Requirements

- High School Diploma or GED
- Bachelors Degree in Communications, Marketing, or equivalent
- 1-2 Years of marketing and/or communication experience

Employee Name (Print) _____

Employee Signature _____

Date _____

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organization.