



Marketing, Communications & Events Manager

The Marketing, Communications & Events manager is responsible for the creation and management of communications, digital content, and events for The Greater Bethesda Chamber of Commerce.

DETAILED DESCRIPTION OF DUTIES:

- Create engaging content and manage promotional campaigns across all communication channels
- Adhere to Chamber brand guidelines for tone and voice, colors, style guide and use language best practices for each channel
- Develop and maintain digital media content schedule and manage editorial calendar
- Design and distribute weekly Chamber Newsletter
- Manage and utilize mailing lists for distribution of Chamber communications
- Plan all Chamber events, consistent with Chamber revenue goals and committee success metrics
- Secure advertising and sponsorships (i.e., Chamber Newsletter, website, events, etc.)
- Develop prospectus and other documents related to securing sponsorships
- Produce monthly event reports for BOD meetings
- Attend Chamber and member events as a representative of the Chamber
- Source educational content for Chamber guest blogs
- Film, edit, and produce Member Minute Videos
- Maintain Chamber website, PR list and editorial calendar
- Collaborate with committee chairs to promote Chamber advocacy work to ensure execution of successful communication/marketing content strategy

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent verbal and written communication skills
- Excellent organization and interpersonal skills
- Creativity and Design ability
- Ability to be a self-starter, problem-solver
- Proficiency in MS Office (Word, Excel, Access, and PowerPoint)
- Proficiency in Canva*
- Proficiency in email marketing tools (Constant Contact)

EXPERIENCE & EDUCATION:

- Requires 1-2 years of marketing or event planning experience
- Bachelor's degree in marketing, communications, or business
- Strong communication skills (oral and written), and an understanding of social media channels
- Event planning and management

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This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.