

Erie Regional Chamber & Growth Partnership
JOB DESCRIPTION
Director of Marketing and Communications

ACCOUNTABILITY: This position reports to the Vice President, Chamber Division. Work supports all three divisions of the organization; Chamber, Economic Development and Growth Partnership

JOB SCOPE:

Develop and institute marketing and communications strategies for the organization through traditional/electronic media, publications, events and promotional tactics. Manage public relations to enhance the organization's reputation, influence, and market penetration. Assist in providing opportunities for financial achievement through marketing of the organization's programs, initiatives, and activities.

DUTIES & RESPONSIBILITIES

Specific duties include:

- Manage editorial content, writing, production, printing, and mailing of ERIE Magazine
- Produce and distribute e-newsletter, ErieExtra
- Maintain and update the website, EriePA.com
- Keep current the organization's presence on Facebook and other electronic and social media
- Assist sales executives in promoting membership and the organization's suite of marketing and sponsorship opportunities
- Strategize and coordinate marketing, communications, and media relations for economic development efforts, strategic initiatives, and organizational events
- Participate in strategic planning with executive team
- Produce electronic presentations for meetings and events to include creative layout and design elements

SKILLS & EDUCATION REQUIREMENTS

- Strategic level of thinking
- Talent for creation of contemporary approaches/tools to market and execute strategic initiatives
- Ability to communicate with all levels of investors and Board Members
- Knowledge of and ability to learn current information technology applications
- Experience with Adobe Creative Suite, photography, page layout, and graphic design preferred
- Excellent written and verbal communications skills
- Excellent organizational skills and attention to detail
- Ability to handle significant workload and multiple tasks
- BA in communications, marketing, public relations, liberal arts, business, or related field and four years experience required
- Member services and/or communications a plus

SALARY

Commensurate with qualifications and experience.

Please submit a cover letter and resume to HR@eriepa.com. Application deadline August 6, 2010