



Job Description

Communications Director

Organization Name: Henderson Chamber of Commerce

Hours/Week: 40

FLSA Status: Exempt

Job Purpose

The Communications Director will plan, direct, and coordinate all communication activities for the Henderson Chamber of Commerce to create and maintain a favorable public image of the Chamber and raise issue awareness for Chamber Members. This includes the development and management of Chamber newsletters and social media communications. As the primary point of contact with the media and other external entities, the Communication Director will also promote the values and mission of the Chamber and help to position the organization as a critical partner to Henderson businesses and government representatives.

Essential Job Functions

- Works in coordination with the CEO and the VP of Membership on the development and implementation of short and long-term communication strategies
- Establishes and maintains effective working relationships with members, government officials, and media representatives and uses those relationships to develop new business opportunities.
- Coordinates with external agencies, committees, and internal departments that develop and implement communication strategies and informational programs.
- Manages relationships with external marketing and PR vendors to ensure work is completed within committed scope and budget
- Writes interesting and effective press releases announcing Chamber and Member activities, accomplishments, and promotional activities.
- Manages and coordinates press events including the creation of information for media kits
- Develops and maintains content for Chamber Internet and member site web pages.
- Assigns, supervises and reviews the activities of public relations staff and/or committee members involved in communication activities. Participates on committees as needed.
- Develops and maintain the Chamber's image and identity including the use of logos and signage.
- Evaluates all media opportunities in conjunction with the Chamber's strategy to determine the best outlets for promoting the Chamber and its Members
- Responds to media requests and maintains on-going relationships with local media outlets.
- Manage website content, search engine optimization, and email campaigns to further develop the Chamber's constituency
- Meets weekly with the President and CEO to provide ongoing PR and Marketing updates
- Maintains metrics on PR and Marketing activities including website metrics, campaign accomplishments, press exposure and member response.
- Maintains effective oversight of the Chamber's Public Relations and Marketing budget
- Maintains excellent communications and working relations with Chamber Staff
- Responds to general requests for information about Chamber activities.
- Drafts speeches for Chamber Executives and Members and arranges interviews and other forms of media contact with them.

- Promotes special events such as outreach activities, sponsorship events, or other activities that the Chamber supports to gain public attention through the media without direct advertising.
- Formulates policies and procedures related to public information programs in conjunction with the Chamber's public relations vendor.
- Performs other duties as necessary including those outside of assigned areas of expertise as required in a dynamic and growing organization.

Qualifications/Experience

Bachelor's degree in communications, marketing, public relations or equivalent relevant experience. A minimum of five years' experience in public relations, communications, or marketing. Experience working with public relations and advertising agencies. Ability to effectively articulate the Chamber's mission. Willing and able to build and adapt PR and marketing policies for a growing and dynamic organization. Excellent written and verbal communication skills. Demonstrated experience in media relations. Demonstrated ability to operate in a calm, professional and polished demeanor with a diverse range of clients (corporate and social), as well as internal staff. Creative and solution-driven with the ability to identify and analyze needs and apply resources effectively to meet those needs. Demonstrated ability to take a consultative and collaborative approach to coaching the organization's leaders, committee members, and members on all aspects of marketing and communications to support and promote Chamber goals. Demonstrated ability to work effectively as team member. Demonstrated commitment to business/economic development and the Chambers on-going mission preferred.

Work Context

Requires work with external customers or the public. Requires working indoors in environmentally controlled conditions and sitting for long periods of time. Requires standing for long periods of time. Requires working outside in extreme heat and cold during outreach events. Requires face-to-face discussions with individuals or teams, requires public speaking, Requires contact with others (face-to-face, by telephone, or otherwise),

Physical Requirements

Ability to work both indoors and outdoors for extended periods of time. Ability to walk for extended periods of time. Ability to sit for extended periods of time. Ability to lift up to 40 pounds. Ability to tolerate numerous interruptions throughout the day.

Skills

Basic Skills: Active Learning. Active Listening. Critical Thinking. Monitoring. Reading Comprehension. Speaking. Writing

Social Skills: Coordination. Instructing. Negotiation. Persuasion. Service Orientation. Social Perceptiveness. Complex Problem Solving

Resource Management Skills

Management of Financial Resources. Management of Material Resources. Management of Personnel Resources. Time Management

Compensation and benefits plan is competitive with the local market and the applicant's experience.

Please submit a cover letter and resume to:

Mary Beth Hartleb, Prism HR Global Management Group
work@prismgmg.com