



Marketing and Communications Manager | Exempt Job Description

Position Summary

The Marketing and Communications Manager is responsible for executing the successful day-to-day marketing and communication programs for internal and external audiences and advance the activities of the Sacramento Metro Chamber (SMC), which are aimed to: Inform the membership and partners; Maximize engagement in SMC policy activities and advocacy, events and programs; Support SMC growth, business objectives, and revenue goals; Amplify the Chamber's value, credibility and purpose; Support communications needs for the Sacramento Metro Foundation and its programs; Manage communications for the Metro PAC, and Ensure positive brand association.

Responsibilities involve communications development and overseeing implementation of all marketing and education campaigns, content creation and maintenance, tracking and reporting on communications activity performance, and managing the Chamber's communications assets including social media platforms, email distribution and contact databases, website, member collateral, and brand and photo libraries. This position also supports all communications and marketing needs for Chamber programs and events.

Essential Duties & Responsibilities

- Provide communications and marketing support to advance the Chamber's business objectives, policy positions, economic development goals, and membership growth, retention, and engagement objectives.
 - Develop and administer marketing activities to amplify the Metro Chamber's events, programs, and initiatives.
 - Provide brand-integrated communications and marketing support for the Foundation and Metro PAC.
 - Update, maintain, and manage websites, related microsites, and domains.
 - Lead and implement overall digital content strategy including planning and creating consistent and compelling content for social media, e-communications, and website, blog posts, shareable graphics, images, and video to drive increased impressions, reach, and value.
 - Develop and administer editorial content calendar including the creation and scheduling of social media posts, website blogs/content and social graphics.
 - Draft, edit, and proof outbound communications including weekly e-newsletter.
 - Track and report on the reach and effectiveness of Metro Chamber digital engagements, content, communications tools and activities, and provide monthly performance analysis, insight and recommendations for growth and increased effectiveness.
 - Manage, organize, and maintain the Chamber's assets including images, brand assets, and graphics.
 - Leverage external news-related activities to bolster the Chamber's goals through reposts, comments, shares, and distribute press releases on digital channels to increase impressions.
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- Proactively seek opportunities to build positive brand awareness (may include recommending speaking engagements, award submissions, news opportunities, and partnerships).
- Manage projects and assignments requiring external marketing/communication vendor support that may include social marketing, creative, graphic design, videography, and public relations.
- Support external communications needs such as award write-ups, speaker scripts, etc.
- Act as a support person for all tools owned by Marketing and Communication Department including Constant Contact, Canva, Sprout Social, and Adobe CC.
- Continue to stay current of trends and advancements to digital tools and applications and remain relevant in knowledgeable and strategy.
- Exemplify Metro Chamber's mission, vision, and values.
- Other duties as assigned.

Compensation & Benefits

The Sacramento Metro Chamber provides compensation and a benefits package including annual PTO, sick leave in accordance with the law, thirteen paid holidays, employer paid Medical, Dental, Vision, Life (Employer paid base plan – plan upgrades and dependent coverage available at employee's cost), a 401(k) plan, monthly cell phone allowance, paid parking. Salary based on experience.

Education and/or Experience

- **Education Required:** Bachelor's degree from a four-year college or university.
- **Experience Required:** Three+ years of experience in designing digital marketing strategies and developing and executing communications campaigns.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is frequently required to sit, stand, walk, and reach with hands and arms, use finger movements, handle, or feel. Occasionally the employee may be required to climb, balance, stoop, kneel, crouch, crawl, or lift and/or move up to 20-25 pounds. Must be able to see, talk, and hear.

The Sacramento Metropolitan Chamber of Commerce is committed to an inclusive and diverse team and is an equal opportunity employer. We do not discriminate based on race, color, ethnicity, ancestry, national origin, religion, sex, gender, gender identity, gender expression, sexual orientation, age, disability, veteran status, genetic information, marital status or any legally protected status.
