



**metrochamber**

SACRAMENTO METROPOLITAN  
CHAMBER OF COMMERCE

# Sacramento Metro Chamber

## Content Curator

**Reports to:** Sr. Marketing/Communications Manager/Director  
**F.L.S.A.:** Nonexempt  
**Last Revised:** 11/16/18

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**Position:** Position serves as the primary curator, creator and storyteller for the Metro Chamber, the Metro Chamber Foundation and the Capital Region Small Business Development Center (SBDC) through the creation and distribution of content. This position will manage, create and lead strategy related to the creation and distribution of compelling content that provides awareness and value to the Metro Chamber, its affiliates, Members, partners and sponsors.

### Qualifications:

#### Cultural fit

- S/he must enjoy working in a fast paced, dynamic environment. While much can be mapped out and planned, due to the nature of our business there are always emerging and relevant topics for which we must respond. The ideal candidate thrives in that environment and is comfortable balancing creativity with structure
- S/he must be a self-starter with the confidence to communicate effectively with stakeholders both inside and outside of the organization at all levels of authority
- S/he must be curious and able to proactively problem solve. The ideal fit is diligent in seeking out information on her/his own and has no issue asking questions when unsure
- S/he has a passion for storytelling and is always looking for ways to enhance our messaging via the written word, photo or graphically. S/he is creative and willing to adjust format to best reach the target client persona
- S/he is service oriented. This team requires team members that are willing to support the overall goals of the organization regardless of department or project. The ideal team member is always looking for ways to support the overall team, is a positive voice in the room, and is willing to happily embrace innovation and change

#### Writing skills

- S/he is an exceptionally strong writer for the digital space. S/he can understand current trends in the market and utilize existing content sources as well as generate unique content based on those trends. S/he can edit and publish content with minimal oversight. Knowledge of AP style is a bonus but not required
- S/he can form a clear understanding of the audience for which s/he is writing to and can differentiate styles based on that client persona

#### Tool Kit

- Working knowledge of Adobe Creative Suite, Microsoft Office, WordPress and email platforms such as MailChimp
- Can create digital graphics and print pieces, with a basic understanding of Adobe Illustrator, Photoshop and InDesign to edit graphics and images
- Familiarity with emerging trends and tools, particularly for digital and social communications, such as Sprout Social and Google Analytics



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- Ability to manage multiple tasks, prioritize projects; includes experience using project management platforms and/or CRM systems
- Basic video editing skills for shareable social media video

### Experience

- S/he has success in leading previous campaigns that increased impressions, grew audiences and/or raised revenue for an organization
- S/he has success and experience leading previous campaigns on audience acquisition to drive database goals
- Bachelor's degree or equivalent work experience
- Two (2) to four (4) years of experience in writing, editing and creating content for digital platforms including but not limited to social media, ecommunications and website

### Responsibilities

- Lead and implement overall digital content strategy including social media, ecommunications and website, to drive increased impressions, reach and value for Metro Chamber digital platforms
- Compile and edit weekly e-newsletter, manage mailing list for Metro Chamber, SBDC, et al and design templates as needed
- Create board communications to reflect internal measurement to strategic goals; coordinate board communications with Senior Leadership Team
- Create compelling digital content including written content, shareable graphics, images and some video
- Support media related activities, including but not limited to, coordination with Sr. Communications Officer to post and distribute press releases on digital channels to create breaking news and impressions
- Develop editorial content calendar including the creation and scheduling of social media posts, website blogs/content and social graphics
- Implement the strategy for the Metro Chamber, Metro Chamber Foundation, SBDC and its affiliates websites including but not limited to content creation, security, increased impressions, revenue opportunities (e.g. digital ads/sponsored content), design and organization
- Maintain and organize all images and graphics on Metro Chamber server
- Edit and proof-read outbound Metro Chamber communications
- Create analytic reporting on digital and content strategies and provide recommendations on improvements
- Ensure that the Metro Chamber branding and messaging is consistent on various platforms
- Edit and develop select collateral materials (flyers, posters, et al) as required for all department needs for programs and events; ensure that collateral adheres to established brand standards
- Project management outside vendors if applicable
- Serve as the primary customer service contact for Members and businesses on digital platforms, including responding to requests, responding to posts and similar
- Serve as the agency for internal department heads including within the Metro Chamber, the Metro Chamber Foundation and the Small Business Development Center
- Other duties as assigned



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## Additional Requirements:

- Must be able to attend and cover Metro Chamber events, including any physical demands needed to travel to events and/or cover it for digital platforms
- Must be able to lift up to 20-25 pounds
- Ability to work select weekends and evenings as scheduled to cover and support Metro Chamber events

## Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibility from time to time, as needed.