



metrochamber

SACRAMENTO METROPOLITAN CHAMBER OF COMMERCE

Job Description		
Job Title: Director, Communications	Reports to: Executive Vice President	FLSA Status: Exempt

Summary: The Director of Communications for the Sacramento Metro Chamber is the internal leader for the organization's content, communications and engagement with external audiences. This includes but not limited to: creating and managing content via written and visual forms for various platforms; brand management; database management and e-communications; marketing materials for programs and events; and media relations. This position will also manage the contractors, vendors or staff that help support and execute the strategic goals for this department.

In summary, this position will be the primary person to identify, create and share the stories that represent the Metro Chamber's members and advocacy efforts. This will be achieved by performing the following duties.

Essential Responsibilities include the following. Other duties may be assigned.

- Exemplify Metro Chamber's Mission Vision and Values by exceeding internal and external company goals and expectations through Collaboration, Growth Orientation and Impact over Ego.
- Take ownership in executing a content and communications strategy that establishes clear regional brand, communicates the value of the Metro Chamber through purposeful messaging, and drives business and engagement through marketing and advocacy of core initiatives.
- Oversee all aspects of communications activities for the Metro Chamber by directing, educating and enforcing corporate messaging and brand standards that protect and grow the Metro Chamber's brand reputation and differentiates it in the market.
- With input and guidance from the Metro Chamber President & CEO, along with the Metro Chamber Board, create and execute the Metro Chamber's overall editorial calendar for core announcements, awareness and communications.
- Oversee and manage the production and editorial calendar – including the writing and editing of material – related to the Metro Chamber's digital publications including but not limited to newsletters, news releases, website blogs and briefings, talking points, and messaging for programs or initiatives.
- Maintain the internal calendar of events, departmental functions, and board convenings.
- Update, maintain and manage website to ensure communications are accurate relevant, including integrations with CRMs, and ecommerce; position will work with an outside resource for all website design or technical development.
- Manage MailChimp lists and content – drafting, building, updating, sharing, and manage audience segmentation.
- Manage internal design support and external design contracts for graphic design and web development.
- Manage, proof, edit, and approve all Metro Chamber marketing materials – digital and print.
- Create design templates for any convening of the board of directors and periodic committee meetings materials.

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- Direct the successful execution of all marketing and communications activities for the Metro Chamber's annual programs and initiatives that may include; 4-Point Business Promise, Annual Dinner and Business Awards, Capitol-to-Capitol and Study Mission.
- Work directly with membership, public policy, economic development and events departments on the strategic development and implementation of events, programs, policy positions and member services, as well as their external calendars for rich content development.
- Manage, facilitate and enforce all news media protocols and direct activities that promote and enhance the Metro Chamber, specifically on issues related to public policy, membership, and business and economic development.
- Support membership objectives to solicit, retain and service members.
- Manage all agencies and contractors for the department including video production, design, media relations, event production, website development or similar.
- Manage and oversee staff and interns within the department.

Supervisory Duties

- Set an example of service leadership for your department and ensure your engagement with internal and external audiences reflects the organization's values and purpose.
- Set a standard of accountability within the department by managing employees, vendors and contractors with clearly articulated goals, expectations and feedback, taking a collaborative approach to employee development, and administering necessary training including evaluations and performance improvement plans.
- Manage labor audits and review staff scheduling to ensure efficiency.
- Oversee employee time management so deadlines are met and productivity occurs, and to ensure appropriate staffing levels are obtained;.
- Monitor and consistently enforce all HR policies, including breaks , time off requests, employee reviews and similar.
- Communicate with staff on any on changes or updates to organization policies or procedures, and train accordingly.
- Develop departmental training material based on current workforce skillset, manage training schedules, and forecast future training needs to meet organization goals.

Competencies: To perform the job successfully, an individual should demonstrate the following:

- **Job Knowledge / Technical Skills** – Thoroughly understands all aspects of the job; possesses practical hands-on experience. Drive to continuously build knowledge base and improve professional skills.
- **Cost Management** - Controls expenses through real-time management of budgets, resources and personnel.
- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others'

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ideas and tries new things; Speaks and writes clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Writing is clear, informative and professional. Creates an environment of empathy, respect and understanding; be responsive to requests and meet commitments or follow-up for internal and external audiences

- **Communication** - Speaks and writes clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; writing should be able to take complex issues and convey them in a way that is understandable to most audiences; understanding or knowledge of AP Style a bonus
- **Team Work** - The ability to work effectively with others, balancing the needs of the team and those of the individual; gives and welcomes feedback.
- **Administration and Organization Support** - Follows policies and procedures; processes paperwork accurately, timely and legibly; adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- **Productivity** - Meets productivity standards; completes work in timely manner; strives to increase productivity; works quickly. Can be relied upon to meet schedules, deadlines and productivity standards; completes tasks on time or notifies appropriate person with and alternate plan; ability to prioritize work load, attain needed resources and execute a plan that optimized results.
- **Adaptability** - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- **Strategic Thinking and Planning** – Ability to look at the big picture and formulate a plan with the tactics that can create the greatest impact; ability to focus on the ‘one thing’ that needs to be accomplished each day/week.
- **Leadership** - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others; Identifying employees with potential and invests time and energy in developing their talent.
- **Supervisory Skills and Leadership** - The ability to inspire and motivate direct reports and colleagues; upholds organization standards consistently by recognition of performance accomplishments for colleagues and addressing performance issues appropriately; feedback to focus on the problem and not the person.
- **Appearance and Grooming** - Practices appropriate grooming, hygiene and attire selection.
- **Innovation**- Displays original thinking and creativity/ meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others’ attention.
- **Initiative**- Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed; Sets and achieves challenging goals;

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Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence.

Qualifications: To perform this job successfully, an individual must be able to execute the following competencies. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** Bachelor's degree from four-year college or university; or six years related experience and/or training; or equivalent combination of education and experience in communications, marketing and/or public affairs and two years supervisory experience.
- **Language Skills:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, governmental documents, and policy in order to 'translate' it into a format in which general audiences may understand. Ability to summarize complex issues in direct soundbites and messages that can be used for content and interviews. Ability to effectively present information and respond to questions from groups of managers, board members, clients, customers, and the general public.
- **Writing Skills:** Ability to write reports, business correspondence, ecommunications and Metro Chamber Board communications. Ability to draft, edit and proof content for social media in collaboration with agencies or staff; capable of drafting and/or editing press releases.
- **Mathematical Skills:** Ability to calculate basic figures, amounts and calculations as it may be used or applied to the analysis of data, reports, budgets and basic accounting.
- **Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- **Business Acumen:** Understanding of basic business principles including supply/demand, role of small business in local economies, and some of the processes, licenses or permits required to start a business. Understands the knowledge of market and competition and the value of inclusive economics as it aligns with Metro Chamber policies and advocacy. Can apply these principles to the storytelling and challenges that face Metro Chamber members.
- **Computer and Software Skills:** To perform this job successfully, an individual should have knowledge of various software including but not limited to Microsoft Office, WordPress, MailChimp, Adobe Creative Suite and the most common social media platforms including Facebook, Twitter, LinkedIn, Instagram and YouTube. Additional understanding and experience with social media publishing platforms, metrics tools and earned media tracking software a bonus.
- **Local Networks:** Built local networks with connections to key influencers, media outlets and business leaders or organizations; general understanding of the local governments in the six-





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county region and how these governments function including council meetings, public hearings and ordinance publications.

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:

Standing and Sitting: Specific demands for standing and sitting on this job:

- Frequently required to sit;
- Occasionally required to stand

Walking and Reaching: Specific demands for walking and reaching on this job:

- Frequently required to walk and reach with hands and arms

Climb, Balance, Crawl: Specific demands for this job:

- The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.

Dexterity and Sense of Touch: Specific demands for sense of touch and dexterity on this job:

- Frequently required to use hand to finger movements, handle, or feel;

Lifting: Specific demands for lifting on this job:

- Frequently lift and/or move up to 10 pounds
- Occasionally lift and/or move up to 25 pounds

Vision: Specific vision abilities required by this job:

- Close vision
- Distance Vision
- Color Vision
- Peripheral Vision
- Depth perception
- Ability to adjust focus

Verbal and Auditory Demands: Specific talking and hearing abilities required by this job:

- Must be able to talk and hear

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.





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- The employee is occasionally exposed to outside weather conditions.

Conditions of Employment: This job has conditions of employment essential to the position. This list is not considered comprehensive and other conditions of employment are likely due to the nature of the position.

- Valid Driver's License or Government Issued Identification

Employee Acknowledgement:

My signature certifies that I understand that the foregoing job description is a description of work to be performed, expected competencies and qualifications necessary to be successful. I am attesting that I meet or exceed these qualifications and can perform the essential duties while adhering to the standards set forth under the Physical Demands.

Employee Name

Employee Signature

Date

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