



Marketing and Events Coordinator

Job Title: Marketing and Events Coordinator

Department: Marketing and Events

Reports to: Executive Director of Magnolia-Columbia County Chamber of Commerce

Status & Salary: Part Time; Salary based on experience.

Summary of Role: The Marketing and Events Coordinator plays a crucial role in the Magnolia-Columbia County Chamber of Commerce by managing and executing a wide range of marketing and event-related activities. This individual will be responsible for planning, promoting, and coordinating various events and programs that support the chamber's mission and engage our members and the local business community. The Marketing and Events Coordinator will work closely with the Executive Director and Events to ensure the successful execution of marketing strategies and event initiatives.

Key Responsibilities:

1. Event Planning and Execution:

- Plan and coordinate a variety of events, including networking functions, workshops, seminars, and annual chamber events.
- Manage event logistics, including venue selection, vendor coordination, catering, and AV equipment.
- Create event budgets and ensure events are executed within budget constraints.
- Oversee event registration, attendee lists, and post-event follow-up activities.

2. Marketing and Promotion:

- Develop and implement marketing strategies to promote chamber events and initiatives.
- Create marketing materials, including flyers, brochures, emails, and social media posts.
- Utilize digital marketing channels, such as social media and email marketing, to reach a broader audience.
- Maintain the chamber's website and keep it updated with event information.
- With the Executive Director create a marketing plan to promote Magnolia and Columbia County.
- Assist with community tours for potential transplants to Magnolia.

3. Member Engagement:

- Foster strong relationships with chamber members and sponsors to increase participation in events and initiatives.
- Respond to member inquiries and provide exceptional customer service.
- Attend chamber events to ensure smooth operations and engage with members.

4. Data Management:

- Maintain accurate records of event attendees, expenses, and revenue.
- Use data analytics to evaluate the success of events and marketing efforts.
- Prepare reports and recommendations to improve future events and marketing strategies.
- Creates quarterly and yearly goals with the Executive Director and completes quarterly and year-end goal reviews and self-reflection for the Executive Director.

5. Other Duties:

- Assist in administrative tasks, including scheduling, correspondence, and general office duties.
- Manage event-related documentation and contracts.
- Attend staff meetings and trainings as required.
- Support the Executive Director with special projects as needed. Such as creating a policy handbook
- Other duties and responsibilities as assigned by the Executive Director.
- Support the Executive Director, Chamber Staff, and Board of Directors as required.

Qualifications

- High School diploma, some college or college degree preferred
- 2+ years of previous customer service and/or sales experience
- Creative writing skills
- Professional phone skills are required. Must be professional during in-person meetings and email communications
- Experience with Zoom, Microsoft Office, Adobe, Canva, Social Media Platforms
- The ideal candidate must be capable of interacting with Chamber staff, current chamber members, new prospects, City/State officials, and community
- Experience working with volunteer committees
- Access to reliable transportation

Required Attributes

- Enthusiasm and a positive attitude
- A love for Magnolia and Columbia County
- Must be self-motivated and result-oriented
- Clear focus on high-quality customer support
- Strong time management & organizational skills required
- Excellent verbal and written communication skills
- Passion for building lasting relationships
- Team-player mentality and willingness to support colleagues even if it's outside of job description
- Creative, can think outside of the box and try new ideas
- Comfortable dealing with a broad spectrum of business industries and people
- Must enjoy working in an ever-changing and high-paced environment

Physical Requirements:

- Able to stand and walk for extended periods of times.
- Able to carry up to 30 pounds or more.
- Able to stand, kneel, bend at the knee, squat, and handle stairs.
- Able to sit at a desk comfortably while working on a computer for extended periods.