

Position title: Economic Development Communications Manager
Department: Economic Development
Location: 300 N. Broadway, Ste. 3A, Green Bay and 2701 Larsen Rd., Green Bay
Status: Exempt
Reports to: Vice President of Economic Development

Summary of Position:

The Communications Manager executes communications for the economic development pillar of the Greater Green Bay Chamber. Under the direction of the Vice President of Economic Development, this role will serve as a subject matter expert in the areas served by the economic development arm of the Chamber including: business retention and expansion, entrepreneurial ecosystem development and implementation of the community wide economic development strategic plan.

Primary Responsibilities of the communications manager:

- Serve as primary writer and storyteller for all economic development team needs including communication plan creation, writing, editing, social media communication, new business registration postcards, daily management of email listservs and CRM, videos, scripts, marketing collateral, website content, article and blog writing, etc.
- Create, manage and execute social media content calendar and posting for economic development-specific accounts with a mindfulness of cross-promotional opportunities with main Chamber accounts as well as partner organizations throughout the Greater Green Bay area.
- Monitor social media channels and respond to engagement as needed, including managing analytics for these accounts. Make recommendations and explore social media opportunities.
- Oversee all economic development department-created video content, create video scripts, incorporate best practices, etc.
- Create and execute all marketing and communication plans for economic development department events, programs, initiatives, and projects, ensuring they all adhere to Chamber brand standards by becoming a Chamber brand expert.
- Coordinate and/or create content for all communications methods, including updates to website, newsletter articles, e-communications, evites, social media communication, taskforce articles, Chamber magazine and blog content, news releases, PR outreach, event emcee scripts, video scripts, etc.
- Develop and maintain relationships with local media partners and journalists and provide stories/content on a regular basis.

Experience and Qualifications:

Minimum of an associate's degree (bachelor's degree preferred) in marketing, digital marketing/integrated marketing, communications or journalism. The ideal candidate will have at least two years of marketing and communications experience, be an excellent writer and have project management experience. Experience using Adobe Creative Suite (Photoshop, InDesign) is preferred. Must enjoy working in a collaborative capacity with a entrepreneurial mindset. Social media marketing certifications are desirable.

To Apply: Send resume and cover letter to Kelly Armstrong: karmstrong@greatergbc.org