

POSITION DESCRIPTION:

EVENTS & MARKETING COORDINATOR



Responsible for marketing and delivering high quality, well attended and profitable events providing discernable and measureable value for the Texarkana Chamber of Commerce partners and the broader community.

REPORTS TO: President & Chief Executive Officer of the Texarkana Chamber of Commerce

RESPONSIBILITIES:

EVENTS

Provide staff leadership for coordination and production of events each year, including but not limited to:

- Business To Business Breakfasts
- Business After Hours
- State of the City Program
- Lunch on the Lawn
- College & Career Fair
- Industry Appreciation Golf Tournament
- Annual Chamber Celebration
- Dignitary Visits and Receptions/dinners
- Public Policy events and Press Conferences
- Ribbon Cuttings
- Group Travel Program
- Acquire Sponsorships for all events
- Find and reserve event venues
- Prepare menus and coordinate delivery of food services
- Create Positive and Productive Environments at each event
- Develop content and ideas for distribution to include, event reminders, invitations, and post event follow up;
- Coordinate guests/keynote speakers/event agendas;
- Acquire and set up audio/visual equipment
- Provide day of event directional signage
- Lead the event advance registration and day of registration and fully coordinate the accounts receivable with the Chamber Finance office
- Develop budget and report budget/versus actual to President & CEO as directed;
- Coordinate volunteers and staff for each event
- Coordinate the Non Profit Council with regular meetings and speakers;
- Proof all correspondence before being presented to the President/CEO

MARKETING

- Develop content and ideas for distribution of event reminders, invitations, and post event follow up;
- Develop the content for event itself (power point, video, etc.) and for event programs (paper or e-copies) as necessary for use in high impact communication and media strategies to support the event;
- Provide content regarding events for posting on blogs, website, social media, email lists, etc;
- Provide name tabs, gifts, silent auction items and other marketing collateral material for events;
- Provide event attendees lists to Director of Partner Development for future contact and follow up.
- Coordinate on high impact marketing campaign with same for partner recruitments and retention;
- Be the primary steward and manager of the Texarkana Chamber of Commerce brand, to include logos, messaging, images, etc.;
- Integrate the marketing program and events calendar into broader Chamber mission so events and messaging are fully coordinated and sequence for maximum participation and effect;
- Maintain and update chamber websites on weekly basis
- Maintain community calendar so to have the Chamber of Commerce the center for community information;
- Maintain social media posting regularly with not less than 3 postings per week;
- Further duties to be accomplished as assigned;