

Digital Media Specialist

Elizabethtown Area Chamber of Commerce

Digital marketing plays an enormous role in achieving the Elizabethtown Area Chamber of Commerce's goal to be recognized as the most trusted and influential business organization in our area. During the Covid-19 crisis, it is especially important to consistently disseminate useful information, member news and confidence-inspiring messages.

The Digital Media Specialist will work to manage multi-channel digital campaigns for Chamber programs and initiatives. The Digital Media Specialist's responsibility is to own the Chamber's digital presence and optimize our platforms to ensure we are reaching as many people as possible and driving them to engage with the Chamber in ways that provide the most value to them as individuals and members of the business community. Position reports to the president of the Chamber of Commerce.

Responsibilities

DIGITAL OUTREACH AND COMMUNICATIONS

- Manage and adapt the existing digital media strategy designed to drive the local economy and support member businesses.
- Work with Chamber committees to understand their goals and translate them into strong multi-channel digital campaigns that drive engagement.
- Create and distribute member communications pieces through monthly e-Newsletters and periodic time-sensitive updates.
- Leverage staff, the Board, and other Chamber networks by providing tools, language, and tips to maximize campaigns and outreach
- Regularly analyze and report on efforts with a focus on engagement, conversion rates, and audience/list growth
- Explore advertising opportunities; oversee the execution of program ad strategy accordingly
- Craft press releases as necessary and coordinate with media

SOCIAL MEDIA

- Follow editorial strategy to create and manage editorial calendar positioning the Chamber as a key partner to businesses in the Elizabethtown area by sharing community and regional news and economic updates on the Chamber Facebook and IG accounts.
- Follow editorial strategy to create and manage editorial calendar positioning Elizabethtown as a desirable place to live/work/play, while supporting Chamber member's offerings, on the Discover Elizabethtown Facebook and IG accounts.

- Monitor local/regional news trends, business resources, news updates and covid-19 crisis-related funding/legislation updates for use in messaging.
- Seek and solicit member news, translate it into engaging social content
- Leverage social media channels to promote members products and services, news, business updates, feel-good stories, openings/expansions
- Maintain and expand the Chamber digital resources and image library
- Create graphics to supplement social media posts, as needed, using software tools Canva and Biteable. Follow established ID standards.
- Oversee, track, and report on social media metrics
- Attend Chamber programs and live-tweet & live stream during the program while also engaging with attendees, members, and the speaker.

WEBSITE

- Post news articles to the Chamber website news feed on a regular basis
- Update the Chamber website Coronavirus Resource page, as needed.
- Update content on the Chamber website as needed
- Manage the development of the Discover Elizabethtown website as directed (future initiative)

ADMINISTRATIVE SUPPORT

- Maintain and update a current digital calendar of EACC activities, meetings, and events on the Chamber website events calendar and Facebook events pages.
- Manage incoming emails/IG & Facebook messages and escalate to appropriate Chamber representative
- Provide a monthly report for the Board meeting. Attend as requested.
- Participate in the monthly executive committee to provide activities update.
- Membership onboarding, as needed.

REQUIREMENTS

- Successful candidate will be a creative high-energy, high-output, highly-organized individual with meticulous attention to detail
- Strong self-starter with the ability to identify opportunities and anticipate needs
- Creative and strategic thinking with an emphasis on customer service
- Entrepreneurial spirit, a track record of initiative, and ownership of work
- Strong digital knowledge and proficiency in all aspects of social media, paid and organic
- Ability to manage and prioritize complex and fast-changing program elements
- Able to identify and employ new digital and social media marketing and promotion tools
- Proficiency in email marketing and automation
- Excellent writing, editing, and proofreading skills
- Experience in website management and content management systems

- Experience in design software programs like Canva is a plus
- Event promotion experience or similar timeline-driven marketing experience is ideal
- Ability to manage relationships with multiple internal and external constituencies
- Bachelor's Degree, 3-5 years of related marketing experience preferred

Payment terms: 6-month contract, \$20 per hour, average 20 hours per week

Updated May 18, 2020