



## WINTER PARK CHAMBER OF COMMERCE

### *Marketing Coordinator*

### *Position Description*

#### **POSITION SUMMARY**

The Winter Park Chamber of Commerce Marketing Coordinator is responsible for creating and coordinating the internal and external communications and marketing materials. This position supports all events, meetings, and programs related to the Winter Park Chamber of Commerce. The Marketing Coordinator reports to the Chief Marketing Officer.

#### **EXPERIENCE, EDUCATION AND SKILLS REQUIRED**

Bachelor's Degree in marketing, business, or a related field preferred. Minimum of one (1) year experience marketing special events and social media communication. Chamber or other member-oriented, nonprofit business preferred. Proficient with Microsoft Suite, Canva, Adobe Creative Suite (Acrobat, Premiere, Photoshop and Lightroom), Mailchimp and WordPress website management. Strong graphic design, photography, video production, and general digital marketing technological skills required. Professional image required. Excellent verbal and written communication skills, problem-solving, and follow-through skills are a must. Must possess the ability to operate general office equipment. Must be able to attend after-hours functions on top of a full-time work schedule.

Finalists will be asked to provide a portfolio and should be prepared to produce work to specification using either Canva and/or Adobe Creative (24-hour timed exercise).

#### **POSITION FUNCTIONS AND DUTIES**

- Generate materials for the Chamber, events, series, and programs such as presentations, posters, logos, flyers, and social graphics.
- Maintain and develop two weekly newsletters in Mailchimp, create sponsored e-blasts and member communications, and execute email drip campaigns.
- Execute the Chamber's social media strategy by generating content and assisting in scheduling across Instagram, Facebook, LinkedIn, and YouTube accounts.
- Maintain [www.winterpark.org](http://www.winterpark.org) including coordinating content and image updates, sponsor ads, reviewing member submissions, and analyzing statistics.
- Serve as in-house videographer and photographer when necessary.
- Assist in developing new revenue sources through advertising, sponsorships, partnerships and special projects.

407.644.8281

151 West Lyman Ave.  
Winter Park, FL 32789

[WinterPark.org](http://WinterPark.org)

## **POSITION FUNCTIONS AND DUTIES (Cont.)**

- Provide staff and technical support at events and programs.
- Professionally represent the Chamber at all times.
- Perform all other duties as assigned.

## **TYPICAL PHYSICAL AND MENTAL DEMANDS**

Requires constant (67%-100%) walking, standing, and moving about the office building, in the community, or at events. Requires frequent (34%-66%) use of the telephone. Requires bending and reaching to file and retrieve file information. Requires ability to communicate clearly. Requires occasional (0%-33%) lifting (up to 25 pounds) of materials/food for classes and events. Requires ability to travel throughout the community.

## **TYPICAL WORKING CONDITIONS**

Work is performed in an air-conditioned/heated facility. Majority of work is performed at a desk. Some exposure to outside weather conditions during classes and events.

## **SPECIAL EQUIPMENT**

Must possess working knowledge of office machines and equipment including, but not limited to: computers, printers, scanners, calculator, paper cutter, multi-line phone system, copier, and facsimile machine. Must be able to operate a camera.

THIS DESCRIPTION MAY NOT BE ALL-INCLUSIVE, AND EMPLOYEES ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. POSITION DESCRIPTIONS AND DUTIES MAY BE MODIFIED WHENEVER DEEMED APPROPRIATE BY MANAGEMENT.

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