



Santa Cruz County

Chamber of Commerce

Director of Memberships, Marketing & Events

Position Summary

The Director of Memberships, Marketing & Events will work to promote and support the Santa Cruz County Chamber of Commerce through membership retention, recruitment, marketing/social media and event management. The position offers a wide range of activities and various projects throughout the year.

The mission of the Santa Cruz County Chamber is to promote the economic vitality of the Santa Cruz County business community. The Chamber was established in 1889 as the Board of Trade and incorporated in 1924 as registered non-profit 501c6 business association to advocate on behalf of the business community. The Chamber is one of the largest and most respected business associations on California's Central Coast.

Santa Cruz County is a special place where the Redwoods meet the Monterey Bay in one of the most beautiful coastal communities in California. You can learn more about the Chamber here: <http://www.santacruzchamber.org/who-we-are.html>

Position Details

Reporting to the Chief Executive Officer, the Director will be required to work on a variety of professional assignments and projects as a member of a small team. The Chamber is a "all-hands-on-deck" operation, and we are looking for a professional who is interested in growing their skills in multiple areas described below. Management estimates the job task will include, but not limited to:

Membership

- Increase the number of Chamber members by business outreach and direct sales call

- Manages membership retention of current members and recruitment of new members
- Oversees the Membership invoicing process to ensure timely membership renewal collection
- Leads the Chamber's Ambassador Program as the liaison between the Chair of the Ambassadors and an all-volunteer group of dedicated members to the Chamber's mission.
- In coordination with the Chief Executive Officer assists with outreach to community organizations and other partnering associations throughout Santa Cruz County and the Central Coast.

Marketing & Communication

- Maintains and grows multiple media accounts (Facebook, Instagram, LinkedIn, Twitter, etc.) with Chamber support staff and interns
- In coordination with the Chief Executive Officer, reviews and drafts weekly Chamber updates and helps produce the Chamber's weekly eNewsletter and Monday Report
- The position requires the ability to create posters, flyers, advertisements, invitations and other written materials
- Assists the Chamber support staff in maintaining and updating SantaCruzChamber.org website
- Create graphics for marketing efforts while following 'brand' guidelines
- Communicates with Chamber members and community organizations about upcoming meetings, events, projects and business opportunities
- Assigned other marketing projects as needed
- Lead an all-volunteer monthly membership and marketing committee meeting.
- Manage interns to assist with social media as well as other Chamber projects.

Event Management

- The Director is expected to attend most Chamber related events
- Assists the Chief Executive Officer and chamber support staff with event planning and coordination of multiple events such as business after hours, ribbon cuttings, the Chamber's Annual Membership Breakfast, Annual Gala Community Celebration, Business Expo, Golf Tournament and other quarterly lunch programs
- Coordinates and works directly with members and vendors on successful event planning
- Assists the Chamber support staff with invoices, payments and application of events

Office Management

- Currently, the Chamber operates remotely for our on-line communications using Zoom and other digital resources
- The Director is a resource to members in addressing membership needs and offering guidance to new and longtime members
- Supports the Chief Executive Officer for monthly Board, Ambassadors, Marketing and additional ad-hoc committees as needed
- Maintains organized records of vendor payments and activity for event planning and preparation with Chamber's support staff
- Other duties as assigned

Experience/Education Preferences

- Bachelor's degree in Marketing, Event Management, Communication, Public Relations, Graphic Design or Business Management related field
- Project Management experience
- Ideal candidate will have two — three years experience in a business office environment

Knowledge and Skills

- Excellent verbal and written communication skills
- Ability to multi-task and quickly jump from project to project while prioritizing timelines and budget requirements
- Knowledge and experience working on business social media accounts or as part of a communication team
- Strong organizational and interpersonal skills with a high level of professionalism
- Preferred Experience with one or more of the following tech programs —Word Press, Instagram & Facebook business platforms, Chamber related data base systems — or similar membership/donor data base programs, Graphic design programs Microsoft Office including Word, Excel, Publisher and Canva

Position Structure & Compensation

The Chamber is accepting applications from local Central Coast residents and individuals who have working knowledge of the Santa Cruz County community. This position reports directly to the Chief Executive Officer and is an “at-will” employee. It is a full time (40 hours/week) hourly position with holiday, vacation and sick leave accrual benefits. There is a monthly benefit allowance for a health care benefit — the employee is responsible for selecting their health care provider. This is a work from home position, however there are several events,

meetings, and tasks that require you to be present in the Santa Cruz County region. Many of the Chamber events and programs are during evening hours and occasionally on weekends, so the candidate must be flexible. Salary is commensurate with experience and based on the local economy salary basis for similar positions. The Salary range is \$45,000 to \$63,000/annual. After a ninety day probation period the position offers an incentive bonus benefit plan based on the Director's performance and meeting the Chamber's financial goals.

Working Conditions/Physical Demands:

The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. The Santa Cruz County Chamber of Commerce provides reasonable accommodation to enable individuals with disabilities to perform the essential functions. This position requires: Work that may be performed in an intense, fast-paced office environment, depending upon assignment. Requires reliable transportation to attend off-site meetings and events. Requires ability to understand verbal communication and to respond effectively. Positions in this class typically require: reaching, typing, grasping, feeling, talking, hearing, seeing, standing for long periods of time and repetitive motions in computer use. Requires learning and adapting new software.

Interested candidates should send your Resume and Cover letter to: administration@santacruzchamber.org. Submit with (subject line: Santa Cruz County Chamber job opportunity). We plan to move quickly through the recruitment and hiring process.