



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 and 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 of Commerce is to promote economic vitality for the Santa Cruz County business community. The Chamber was established in 1889 as the Board of Trade and incorporated in 1924 as a non-profit 501C6 business association to advocate on behalf of the business community. The Chamber is the largest and most respected business association 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 towns in California. You can learn more about the Chamber here: <http://www.santacruzchamber.org/who-we-are.html>

Position Details:

Reporting to the Chamber's Chief Executive Officer, the Director of Membership, Marketing & Events will be required to work in a variety of professional areas as a member of a small team. It is a "all hands-on deck" office and we are looking for someone who is interested in growing their skills in multiple areas as described below. Management estimates the job tasks will include, but are not limited to:

Membership

- Manages membership retention of current members and recruitment of new members
- Oversee the Membership Invoicing process to ensure timely membership renewal collection
- Leads the Chamber Ambassador Program as the liaison between the Chair of the Ambassadors and an all-volunteer group of dedicated members to the Chamber's mission.
- Assist members with promotional activities with Chamber support staff utilizing both online digital and other promotional resources
- In coordination with the Chief Executive Officer, assists with outreach to community organizations throughout Santa Cruz County

Marketing & Communications

- Maintain and grow multiple social media accounts (Facebook, Instagram, LinkedIn, Twitter, etc.) with the Chamber support staff
- In coordination with the Chief Executive Officer, review and draft weekly Chamber updates & help produce the weekly eNewsletter and Monday Morning Report
- Ability to create posters, flyers, advertisements, invitations and other materials
- Assist the Chamber support staff in maintaining & updating SantaCruzChamber.org website
- Outreach to Member Businesses and highlight current members
- Create graphics for marketing efforts while maintaining brand guidelines
- Communicate with Chamber members & community members about upcoming meetings, events and business opportunities
- Other marketing efforts as needed

Event Management

- Assist the Chief Executive Officer with event planning and coordination of multiple events including (but not limited to) monthly business after hours networking events, ribbon cuttings, Annual Gala, Annual Membership Meeting, Business Expo, Forks, Corks & Kegs and the Chamber's quarterly lunch series events
- Coordinate and work directly with members and vendors on successful event planning
- Assist the Chamber support staff with invoices, payments and applications for events

Office Management

- Help to maintain an organized, clean and professional office
- Assist existing members & answer questions
- Support monthly Board, Ambassador, Marketing & additional committee meetings as needed
- Maintain organized records of vendor payments and activity for events with Chamber's support staff
- Other duties as assigned

Experience/Education Preferred:

- Bachelor's degree in Marketing, Event Management, Communications, PR, Graphic Design or Business Management related field
- Project Management experience
- Experience in a business office environment 2-3 years

Knowledge and Skills:

- Excellent verbal and written communication skills

- Ability to multitask and quickly jump from project to project while prioritizing timelines
- Knowledge and experience with working on business social media accounts or as part of a communications team
- Strong organizational and interpersonal skills with a high level of professionalism
- Preferred experience with one or more the following programs:
 - Word Press
 - Instagram & Facebook (business accounts)
 - Chamber Atlas and Weblink system data base (or similar membership/donor database)
 - Graphic design programs
 - Microsoft Office including Word, Excel, Publisher

Position Structure & Salary:

This position reports directly to Chief Executive Officer and is an “at will” employee. It is full-time (40 hours/week) hourly position with holiday, vacation and sick leave accrual benefits. Many of the Chamber events and programs are during evening hours, occasionally on weekends, so the individual must be flexible on weekly hours. Salary is commensurate with experience and based on local economic salary basis for similar positions.

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