



Marketing & Communications Coordinator

Sayner-Star Lake Chamber of Commerce

General Description

Oversees the planning, development, and implementation of all the marketing initiatives and communications for the Sayner-Star Lake Chamber of Commerce, under the supervision of the Board of Directors.

Responsibilities

- Website
 - Write and publish digital articles to the website monthly
 - Maintain and update all relevant Chamber information on website as needed.
 - Update calendar and event pages.
- Social Media
 - Create and manage posts/campaigns based on the marketing calendar.
 - Engage members and community through social media platforms
- Advertising
 - Search engine advertising
 - Design of print and digital ads
 - Execute promotional giveaways
 - Write and distribute press releases
 - Visitor Guide preparation and distribution
 - Update Travel Wisconsin listing
- Membership & Communications
 - Prepare & send membership packets
 - Fulfill visitor information requests/visitor guide inquiries
 - Attend quarterly Chamber Board of Directors meetings.
 - Membership correspondence
 - Create and distribute monthly e-mail newsletters to subscribers
- Sayner Street Fair Vendor Coordinator
 - Coordinate printing of vendor mailers.
 - Sending out initial vendor mailing, via USPS.
 - Coordinate marketing for the Street Fair
 - Prepare and send out e-mail newsletter to prospective vendors.
 - June through August – field vendor phone calls.
 - Create vendor booth map.
 - Coordinate necessary Street Fair Committee meetings to tie up loose ends.
 - Be available on site, all day to field vendor questions and manage any other issues that arise.

Location & commitments

- Nonemployment Contract initial 1 year with annual renewal potential
- Part-time
- 20-30 hours per week
- Work from home
- Compensation negotiable based on experience

Candidate requirements

- Excellent listening and professional customer service skills
- Ability to prioritize and manage multiple tasks with strong organizational skills
- Proficiency in utilizing the internet, website maintenance, social media and software related to marketing in a professional setting
- Self-starter
- Experience in marketing/communication, public relations, advertising, or related field

Contact us to apply

Please email resumes and inquiries to Chamber President, Jessica Drallmeier, at jessica12774@gmail.com.