



BAINBRIDGE & DECATUR COUNTY

Title: Events and Communications Coordinator

Reports to: President

Summary of Position:

The Events and Communications and Events is a full time salaried position and is responsible for all aspects of Chamber communications, and planning of events. The position is responsible for overseeing all marketing collateral and content development. The role also plans Chamber events, including managing volunteers and securing sponsorships, helps to create revenue through membership and engages members that are supportive of Chamber activities.

Description of Duties:

Event Planning:

- Participate in planning and execution of all fundraisers and events, including but not limited to the strategic planning, organization, and financial success of the following events: Annual Awards Celebration, Ag Appreciation Lunch, River Town Days, Flint River Fair, Tinsel Trail
- Responsible for the planning and execution of Chamber Connect lunches (approx.. 9/year)
- Schedule and Coordinate Business After Hours
- Solicit requests for proposal as needed for events, services or supplies utilizing Chamber members
- Responsible for all communication for each event: sponsorship retention and recruiting, event flyers, thank you letters, pictures, nametags, etc.
- Coordinate day of event volunteers
- Well versed in details and ay of event management; required to attend all events
- Responsible for setting up online event registration
- Work to sell sponsorships in advance of event and programs dates to provide maximum value to members
- Assist with programs such as lunch and learns, leadership programs, roundtable meetings as needed

Communications:

- Implement a communications plan and update as needed
- Create e-communications (ribbon cuttings, social media, newsletters, community calendar)
- Create and maintain a social media strategy related to member news, chamber events and important local information
- Responsible for updating and the content of the Chamber website, including the calendar.
- Create the Chamber's Annual Report (January each year)

- Provide informative guidance on benefits to members by frequently and effectively communicating opportunities to existing members.
- Design and distribute both digital and print promotional material for events and programs.
- Maintain Chamber brand across all platforms.
- Ensure staff is informed regarding event information, their assigned tasks and calendar updates/changes

Member Growth and Retention:

- Assist President with New Member Recruitment and Enrollment
- Develop and maintain an excellent knowledge of Chamber membership levels and benefits in order to understand and address prospect's needs
- Ability to match the prospect's needs with the best level of investment; making suggestions when asked
- Coordinate with President and Office Manager on membership retention calls and visits
- Actively executes retention processes to retain members
- Provide weekly reports on future members, new members, member visits, etc.
- Provide informative guidance on benefits to members by frequently and effectively communicating opportunities to existing members
- Work with the President helping to identify and develop programs, services and benefits that will create additional value for current and future members
- Develop annual survey for membership to determine needs
- Work with local media to be sure advertising for our members is up to date and relevant
- Make phone calls as assigned to current members to encourage involvement, retention and goodwill

Administrative:

- Member record keeping in ChamberMaster, Chamber website, and Constant Contact
- Works closely with the President to evaluate and update dues, sponsorships and advertising structures regularly

Other duties:

- Develop expertise in using ChamberMaster and generating membership & events reports
- Ensure member satisfaction by developing strong, productive relationships with members and staff
- Serve as back-up for Office Manager as needed: answer phones, greet visitors, cover during lunchtime, etc.
- Attend and participate in functions outside of normal work hours: festivals, fair, orientations, business after hours, etc. Attend staff clinics, seminars/workshops relating to Chamber growth and knowledge in membership field.
- Other duties as assigned

Knowledge, Skills and Abilities:

- Prefer a four-year degree or equivalent experience in a professional environment
- Must be comfortable cold-calling and effectively communicating with and presenting to decision makers

- Strong organizational, time management and priority placement skills
- Must be a self-starter, detail oriented, reliable and maintain a professional demeanor
- Superior verbal and written communication skills
- Working knowledge of Bainbridge and Decatur County
- Ability to work flexible hours to include some evening and weekend work
- Proficiency with Microsoft Office, database technology and Adobe Creative Suite software, Canva
- Ability to handle multiple priorities simultaneously