



Position: Engagement & Marketing Assistant

Reports to: Engagement & Marketing Manager

Benefits: Part Time hourly, \$15.00/hour 5 hours a day including accrued sick leave.

Chamber Overview:

The Chico Chamber of Commerce, founded in the early 1900's, moves Chico forward by leveraging the 'Voice of Business' for community good. Our goal is to make Chico the safest, most vibrant, premier city in the North State. The Chamber is a professional association, incorporated as a 501(c)(6) organization, representing over 600 Members and Community Impact Partners who invest in the mission and vision. The Chico Chamber, one of the largest business advocacy organizations in the North State, is dedicated to strengthening our economy and quality of life through local and regional advocacy, economic development, sector strategies, and business retention and development. The Chico Chamber of Commerce also operates the Chico Chamber Community Corporation, a 501(c)(3) corporation for community and economic development.

Position Purpose:

To support the Engagement & Marketing Manager in revenue development through engagement activities that recruit and retain members and partners. To support the Engagement & Marketing Manager in developing marketing and communications materials that advance the Chamber brand and impact in the business community and community at large.

What is engagement?

Engagement allows the organization to maximize impact by involving members, partners, and the business community in key strategic activities and initiatives. Outcomes of successful engagement strategies are strong recurring relationships and the consistent development of new relationships. Engagement is the organization's #1 membership and partnership recruitment and retention strategy. Engagement occurs through the creation and communication of opportunities for members and partners to get involved in priority areas of the Chamber. Engagement and consequent impact are promoted through the development of PR and communications strategies and materials for the team at large to use, and for the AVP and/or CEO to routinely communicate and outreach with partners and the public, respectively.

Why are marketing and communications so important?

Marketing and PR are essential to successful engagement which is necessary for continued impact and development. The goal for marketing and PR is to elevate the Chamber's brand and impact to the membership, partnership, and larger public, broadening the Chamber's reach and sphere of influence. Timely, professional, informational, and well-placed communications engage members and the general public in Chamber opportunities and successes. This role utilizes and innovates all channels for communications to stay current on how businesses and the public consume information, and centralizes expectations for the roles all staff play in PR planning and execution

ESSENTIAL JOB FUNCTIONS/RESPONSIBILITIES:

At the direction of the Engagement & Marketing Manager:

1. Assists in planning and executing **programs for member and partner engagement**, including but not limited to: networking events, business-to-business events, member events, and other activities like press conferences, educational workshops, board meetings, and other one-time and recurring events.
2. Assists in planning and executing **marketing and communications projects** for member and partner recruitment and retention, as well as public awareness. Including but not limited to: e-blasts, social media, web updates, and other projects as assigned.
3. Assists in staff and volunteer engagement associated with **member retention and recruitment** activities and events, including retention outreach calls, and volunteer recruitment, and the Business Outreach Committee activities.
4. Assists with **major event planning** and logistics.
5. As needed, assists with engagement of young professionals in the **Chico Young Professionals Organization**. Assists in facilitation of YPO activities.

Other Duties:

- A. Assists with phone and Visitor Center coverage and services
- B. Assists in maintaining member and partner account records and inputting new members through Weblink database.
- C. Assists in maintaining web site functions, development, and daily maintenance
- D. Updates to Chico Chamber on-line events calendar
- E. Other duties as assigned

Required Skills & Abilities

- A. Can-do attitude and friendly customer service “team spirit” approach
- B. Strong written and verbal communication skills
- C. Design skills, a desire to be creative, and think outside the box
- D. Technologically skilled with experience using Windows programs and Constant Contact
- E. Skilled on all major social media platforms and survey tools
- F. Knowledge of and experience with relationship management databases
- G. Knowledge of and experience with web sites incl. editing and maintenance

Physical requirements/Typical Working Conditions:

Requires work with external customers and the public. Requires working indoors in environmentally controlled conditions and sitting for long periods of time. Requires standing for long periods of time, requires working outside in extreme heat and cold during community events. Ability to tolerate numerous interruptions during the day.

This position reports directly to our Engagement & Marketing Manager at our facility located at 180 E. 4th Street, Suite 120 in downtown Chico. The regular work schedule is from 10 a.m. to 4 p.m., Monday through Friday, including one 30 minute-unpaid break per day. The employee may be asked to work additional hours. Where such hours are pre-approved by management, the employee will be paid hourly or overtime according to Chamber policy and state and federal laws. Of course, the Chamber may change the employee’s duties, hours and work location from time to time as needed.

Compensation for this position is \$15 per hour, less payroll deductions and all withholdings required by law. The employee will be paid in accordance with the Chamber’s bi-monthly payroll schedule. A Personnel

Handbook outlining all employee policies will be provided. Under existing terms of employment including part-time hours, this position does not receive benefits. The employment relationship is at-will.

Deadline: Closing date is Friday, March 29, 2018

Contact: Interested candidates please send resume with references and cover letter to Kelsey Torres, Associate Vice President, Chico Chamber of Commerce, PO Box 3300, Chico CA 95927; kelsey@chicochamber.com. *No calls, please.*