Columbia | Mt. Pleasant | Spring Hill
MAURY COUNTY
Chamber & Economic Alliance

Job Title: **Communications & Event Manager**
Reports To: **President**
Supervises: **NA**
FLSA: **Exempt**

Organizational Background:
The Maury County Chamber and Economic Alliance was created in 1999 to serve as the Chamber of Commerce and Economic Development organization for Maury County, Tennessee. Maury County, with a population of approximately 85,000, includes the cities of Columbia, Spring Hill and Mt. Pleasant.

The Maury Alliance serves local businesses by connecting members to improve business opportunities, advocating on behalf of its members as well as providing members cost savings and education. The Alliance also provides comprehensive economic development services for Maury County including existing industry expansion/retention as well as new industry recruitment.

The organization's membership currently stands over 400, with a professional staff of seven. For more information, go to www.mauryalliance.com.

Position Summary:
The Communication & Events Manager will be responsible for:

- Assist in the organization's overall marketing efforts by promoting the Maury County Chamber and Economic Alliance (MCCEA) as the premier source for business resources, news and information in Maury County and coordinating the design and delivery of various marketing materials
- Planning and managing high quality events that contributes to the organization's goals of membership, community, revenue and overall economic growth

The ideal candidate must be able to work collaboratively with other staff/marketing team members to ensure that communication and events are in line with the strategic plan, annual budget and values of the entire organization.

The Communication & Events Manager is a highly visible representative of the MCCEA and must display an exemplary manner of business and professionalism at all times.

Columbia | Mt. Pleasant | Spring Hill
MAURY COUNTY
Chamber & Economic Alliance

Key Responsibilities:

Marketing and Communications

- Manage all MCCEA social media accounts (Facebook, Twitter, LinkedIn, etc.)
- Develop and facilitate a more robust social media presence
- Manage, with input from other staff, the creation and distribution of any assigned electronic communication
- Develop and send weekly MCCEA Chamber newsletter
- Manage MCCEA email marketing program (E-blast)
- Maintain a schedule of all marketing/promotional e-mails to combat over communication
- Create content for website, as assigned
- Field inquiries about event and news release postings on the website and social media
- Manage graphic design process, acting as primary liaison to the creative firm or freelance designer related to all MCCEA communications
- Take photos and videos at MCCEA events, edit as needed, and maintain archive for use in future communications
- Create various PowerPoint presentations as assigned to support MCCEA activities
- Assist in the creation of reports, brochures and other materials to support MCCEA activities
- Proof/edit all written or electronic communication that goes out on behalf of MCCEA
- Other tasks as directed

Events Management

- Plan, implement and evaluate assigned MCCEA events, assuring they stay within budget guidelines. This will include scheduling, marketing, logistics, venue inspection/analysis, vendor orders, problem identification/resolution, staff/volunteer management during event and other event critical tasks
- Design and manage event communications channels such as website, invitations, etc.
- Manage all social media and email marketing related to events
- Maintain internal and external organizational calendar of events and manage multiple events simultaneously
- Maintain and monitor event supplies, including inventory and purchase when necessary
- Maintain all records for assigned events, including registration and attendance report and anticipated revenue/expense report
- Responsible for coordinating the collection of any event fees
- Provides strategic input for future event development and redesign as needed
- Other tasks as directed

Columbia | Mt. Pleasant | Spring Hill
MAURY COUNTY
Chamber & Economic Alliance

Qualifications:

- A four-year degree in related field or equivalent experience
- Strong writing, design and editing skills, with a critical eye for details
- Project management capabilities with prior experience in event planning a plus
- Highly proficient in social media management
- Highly organized, with the ability to multi-task and manage multiple projects at once
- Must be able to effectively communicate with a variety of individuals, including volunteers
- Able to negotiate with and influence others
- Professional written and oral communications skills
- Works well in a team environment and as part of a team
- Ability to work with little or no supervision
- Ability to read and interpret financial reports
- Technical skills required: Microsoft Office Suite, Wordpress, Facebook, Twitter, Instagram and Linkedin
- Technical skills preferred: Adobe Acrobat, Photoshop and InDesign, E-mail marketing platforms (i.e. Constant Contact, Emma)

Compensation and benefits:

Compensation and benefits are competitive with market value and commensurate with experience.

Position Application Deadline: May 6, 2016

Contact Information:

Please submit cover letter and resume (email preferred) to:
Wil Evans, President, Maury Alliance
PO Box 1076
Columbia, TN 38401
931-388-2155
tcasimier@mauryalliance.com
All submissions will be treated confidentially

This is intended to be a description of the general nature and level of work to be performed. This job description should not be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.