



Job Description – Communications Manager

ACCOUNTABLE TO: COO

GENERAL DESCRIPTION: The Communications Manager's responsibilities include strategic communications, social media management, media relations, content creation, and website management. This position works collaboratively with the Chamber Team to best meet the needs of new and existing members.

Communications Manager Responsibilities:

Communications Manager promotes awareness and a positive public image of the Chamber through digital marketing, area publications, and chamber events.

Strategic

- In collaboration with the Executive team, develop and execute integrated communication strategies that support the chamber's organizational goals.
- Develop, write, and produce public relations, marketing and advertising material to build the chamber's profile with key internal and external stakeholders.
- Research and collect information and data for content and communications strategy.
- Proofread and coordinate production of all communications materials.
- Solid knowledge and understanding of the value of branding and positioning.

Social Media

- Develop and execute social media activities across multiple channels.
- Maintain and report monthly social media analytics.
- Maintain the Hootsuite account to schedule social media posting to ensure regular posting.
- Attend events and produce social media content.

Media Relations

- Support media relations, including media list development and maintenance, drafting media materials, and conducting outreach including advertising.
- Coordinate all media inquiries.
- Support the President and/or Chair of the Board in communications.
- Coordinate and confirm media attendance at all Chamber events.



Content Creation

- Assist and manage event rollouts, including email communications, flyers, social media promotions, and post-event coverage.
- Lead email campaigns for Chamber events.
- Manage the development, editorial process, and lifecycle for all Chamber Business London articles.
- Manage and pursue the digital evolution of many of our communications and publications.
- Manage and coordinate the member ad contracts for the e-newsletter.

Website Development and Maintenance

- Oversee the development and maintenance of the Chamber website in collaboration with external vendors.
- Update website with all events, ensuring partnership branding commitments are met.
- Update website content: news releases, blog posts, videos, etc.

The London Chamber of Commerce has a small staff and operates as a non-profit organization. The ideal candidate can multitask, wear multiple hats, and is a team player. The candidate will need to clearly articulate The London Chamber of Commerce's vision, mission, and purpose with authenticity, and work well in a dynamic environment (co-working space).

Communications Manager Requirements:

- Degree or Diploma in Marketing or Communications, or work equivalent.
- Excellent researching, communications, superior writing, reviewing and editing skills with the ability to compose internal and external communications.
- Knowledge of social media tools, Microsoft Office, and Google Apps.
- Experience with HTML, email marketing, and content management systems (Eventbrite, MailChimp).
- Knowledge of ChamberMaster is a plus but not required.
- Customer service skills – we are a membership association after all.
- The ability to think on your feet, problem solve, and maintain a positive attitude.
- The ability to be precise and attentive to details.
- The ability to meet deadlines, be organized, and goal-oriented.

COMPENSATION: Salary of \$55,000 plus health benefits and group pension plan. The position is primarily onsite, Monday to Friday days however, some later evenings will be required for Chamber events.

HOW TO APPLY: Interested applicants should send a cover letter and resume to kristen@londonchamber.com