

Grow, Connect and Influence with the Chamber

For more than 80 years the Opelika Chamber of Commerce has been working every day to make Opelika a better place to live, work and grow a business. Recognized for their operational best practices among 501(c)6 not-for-profit Chambers of Commerce, the Opelika Chamber is one of only 3 5-star accredited chambers in the state of Alabama. This is a rare opportunity to be part of that important work.

The Opelika Chamber of Commerce strives to be the recognized leader and advocate for the business community, acting as a catalyst for a thriving economic and entrepreneurial environment, collaborative community initiatives, and a better quality of life for its business owners and citizens alike. If you like to be at the center of the action, then the Chamber is the place to be. You will have the chance to establish relationships with every business in the city from large public companies to neighborhood restaurants. The Chamber connects businesses to each other and to new ideas, helps them grow and expands their influence by meeting with government decision makers to ensure business-friendly conditions exist.

The Opelika Chamber is a high-performing team that expects a lot of every member and delivers amazing results. ***It starts with core values. These are ours:***

- Practice Positivity
- Earnestly Build Bridges
- Earn Trust
- Aspire to Excellence
- Seek Continuous Growth
- Practice Servant Leadership

Position: Marketing & Communications Specialist

Reports To: President & CEO of the Opelika Chamber of Commerce

The Opelika Chamber of Commerce is hiring a Marketing & Communications Specialist to join their team. This person will be responsible for all internal and external marketing & communications efforts, including but not limited to public & media relations, brand strategy & design, digital & print communication strategy & implementation, website design and management, and much more. We are looking for a bright and vibrant candidate who is flexible, a continuous learner, and able to handle a significant workload while maintaining organization, meeting deadlines, and much more. The ideal candidate will be passionate about helping the business community, passionate about Opelika, and a team player ready to build relationships and be actively engaged in our efforts.

Responsibilities and Duties

- Work collaboratively with President & CEO and staff members to create and manage cross-organizational and cross-platform marketing and communications strategies.
- Manage all publications for the Chamber including Connector, Opelika Chamber@Work, Opelika Lifestyle Magazine, Annual Report, and other projects as needed.
- Coordinate the design and printing of materials for all events and programs as needed, including working with Chamber staff to determine marketing needs for all programming.
- Creates & implements the communication calendar and digital strategy, including the management of all email member communication and all social media channels, including but not limited to Facebook, Instagram, Twitter, YouTube, and LinkedIn. Maintains member email lists and makes

updates and reports on performance regularly.

- Overall management of the Chamber's website including updates, creating content, and managing photo/video elements. Edit and approve member and internal calendar submissions. Analyze website traffic and social media traffic and other key metrics. Will also be responsible for RFPs for new website development as needed.
- Writes and distributes press releases, marketing copy and content for external publications, including articles and content for social media and external communications, award nominations for members, and more.
- Responsible for writing speech and event scripts for President & CEO and Board Members as needed.
- Manage agreements with media partners, to include submitting advertisements, calendar listings and other external marketing to media partners subject to deadlines.
- Serves as the lead staff person in managing the Recognition committee and is responsible for the logistics surrounding meetings including but not limited to meeting notifications, meeting room set-up, nametags, meeting notes & minutes and distribution of meeting packets.
- Serve as the back-up photographer/videographer for the Chamber capturing photos/video at chamber programs, special events, meetings, and community events as needed.
- Contributes to the membership retention plan, proactively visiting with existing member businesses and provides recording/tracking of monthly visits, to include in-person and phone/email contact attempts. A minimum of 1 visit/week is expected.
- Support fellow staff members for all Chamber events, retail promotions, fund raisers, seminars, membership campaigns, trade shows, retreats, social events, and special meetings as directed by the President & CEO.
- Other duties assigned by the Chamber President & CEO.

Desired Experience and Required Attributes:

- Bachelor's Degree in Communications, Public Relations, Marketing, Business, or related field.
- 1- 3 years professional experience in marketing, public relations, or communications.
- Comfortable with accountability, takes ownership of your work.
- Strong time management & organizational skills required.
- Enthusiasm and a positive attitude, ability to maintain grace under pressure.
- Excellent verbal and written communication skills.
- Ability to work independently with minimal supervision.
- Team-player mentality, and willingness to support colleagues even if it's outside of job description.
- Passion for talking to people, relationship building, and bridge building.
- Comfortable with a flexible schedule that is subject to change on a whim. Some evenings and weekends will be required of the position, as well as additional travel to conferences, training, etc.
- Ability to lift up to 40 lbs. with ease and willingness to roll up your sleeves for event set up.
- Working capabilities in the following programs:
 - Web programs including ChamberMaster, Constant Contact, and all social media platforms.
 - Microsoft Office Suite with excellent skills in Word & PowerPoint.
 - Knowledge of Adobe Creative Suite including Illustrator, Photoshop, and InDesign is a plus.
 - The Marketing & Communications Specialist should have working knowledge or be willing to learn these platforms.

Benefits:

- Full time, salaried position requires 40+ hours per week.
- Competitive salary will be offered dependent upon skills and experience.
- Annual bonuses and commission, plus phone allowance & mileage reimbursement available.
- Paid PTO + Comp Time + 12 paid holidays annually
- Retirement benefits to include a 3% employee match in a Simple IRA.
- Group Health, Dental & Vision insurance is available.
- Group Life Insurance, Accidental Death & Dismemberment & Long-Term Disability coverage are covered & paid for by the Opelika Chamber of Commerce.