



FRANKLIN COUNTY CHAMBER OF COMMERCE AND REGIONAL TOURISM COUNCIL

MARKETING MANAGER Job Description

ABOUT US:

Established in 1919, the Franklin County Chamber of Commerce & Regional Tourism Council is a 501c6 membership organization dedicated to strengthening and sustaining economic and civic vitality in our region.

ABOUT OUR CULTURE:

For the Franklin County Chamber of Commerce, diversity includes race, gender identity and expression, age, disability status, sexual orientation, religion, socioeconomic status, and many other parts of one's identity. All of our employees' viewpoints are key to our success, and inclusion is everyone's responsibility here. No matter who you are or where you come from, you are welcome here.

POSITION SUMMARY:

The Marketing Manager is primarily responsible for the planning and implementation of effective marketing, communications, media planning and public relations efforts to promote the Chamber, its members, and Franklin County as a premier destination to increase overnight visitation to the region. Additionally, this position cultivates and maintains relationships with stakeholders, vendors, and industry partners.

CHAMBER OF COMMERCE JOB RESPONSIBILITIES

- Serve as the in-house graphic designer for Chamber-related promotional materials and events as needed.
- Oversee all components of the Franklin County Chamber of Commerce website (www.franklincc.org), including content, navigation, member listings, graphic design and advertising. Work to promote increased traffic on the site and added exposure for Franklin County Chamber members.
- Identify and respond to the marketing and visibility needs of Chamber members and assist in the development of an annual recruitment and retention strategy.
- Continually review Chamber programming and benefits to ensure maximum membership value.

- Develop and maintain positive relationships with key members of the community including legislators, local elected officials, community organizations, and educational facilities.
- Assist in the development and coordinating all Chamber programming including monthly breakfasts/luncheons, business after hour events, and all other Chamber events.
- Manage and promote the Franklin County Gift Card program
- Oversee the production of bimonthly digital newsletters, the Chamber website, social media posts, press releases and all Chamber correspondence.
- Undertake special assignments as deemed necessary by the Executive Director.

REGIONAL TOURISM COUNCIL RESPONSIBILITIES

- In conjunction with staff, prepare the yearly application for the Massachusetts Office of Travel and Tourism (MOTT) grant.
- Oversight of the yearly MOTT programming which includes identifying target markets and preparing digital, print and radio marketing campaigns that align with the MOTT mission.
- Communicate regularly with our tourism partners both here in Franklin County, regionally in Western Massachusetts and throughout the Commonwealth.
- Develop the annual marketing plan, which details activities to follow during the fiscal year, and present to the Massachusetts Office of Travel & Tourism (MOTT) for funding purposes. Oversee the production of all marketing components outlined within and ensure that deadlines and budgets are met by tracking ROI.
- Manage departmental expenses to ensure budgetary compliance.
- Oversee all components of the Franklin County Tourism website (www.moretofranklincounty.com), including content, navigation, member listings, graphic design and advertising. Work to promote increased traffic on the site and added exposure for Franklin County Chamber & Tourism members.
- Develop and maintain a strong working knowledge of all marketing trends, tools, and technology that will enhance visibility and image in that medium.
- Manage and oversee the execution and creation of marketing and promotional materials including the Franklin County Visitor's Guide, electronic newsletters, online landing pages and banner ads, press releases, presentations, website content, video & photography, and brochures.
- Negotiate and coordinate all Franklin County media buys and ad placements including, digital print, television, social media, radio, outdoor, etc.
- Write grant applications for additional marketing funds, i.e. ARPA
- Coordinate all Franklin County Chamber & Tourism research which may include, but not be limited to conversion studies, focus groups, visitor studies, resident sentiment, economic impact, intercept interviews, etc.

- Oversee Public Relations/Earned Media including media alerts, press releases, pitches and agency relationship. Brief Executive Director on interview topics in advance of media interviews. Coordination of press conferences and other media events. Able to act as agency spokesperson at the direction of the Executive Director.
- Provide and write editorial content for various media outlets as needed.
- Serve as the primary contact with the Chamber's ad agency to traffic workflow, obtain quotes, and evaluate performance/relationship.
- Represent Franklin County on local committees and at statewide industry meetings and events.
- Manage community co-operative marketing efforts and coordinate accordingly.
- Coordinate all aspects of the Chamber's social media program including content calendar, content creation, posts, engagement, advertising and social media agency relationship.

IDEAL BACKGROUND AND SKILL SET DESIRED:

- Five to seven years related marketing experience
- Extensive experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives
- Highly organized individual with a prolific marketing capacity and superior grammatical and oral communication skills
- Must be knowledgeable of digital advertising campaigns such as pay-per-click (PPC), SEO, SEM
- Full understanding of social media strategy and execution
- Significant website construction and content management experience
- Proficient in Microsoft Office suite, internet and database management
- Ability to work independently, problem solve and take initiative
- Ability to exercise good judgment and diplomacy in a wide variety of public contact situations
- Energetic, self-starting, positive team player with a professional demeanor
- Strong understanding of customers and market dynamics
- Excellent interpersonal, writing, and oral communication skills
- Experience in coordinating and administering multi-projects simultaneously
- Proficient in graphic design and photography
- Bachelor's degree in English, Communication, Marketing, Journalism or Public Relations preferred or equivalent combination of education and experience.
- Must have a strong background in media strategy, digital media, and managing brands
- Tourism, hotel or hospitality background a plus

If you are excited about this role and have relevant experience, but your experience does not align exactly with every requirement, we encourage you to apply. On-the-job training will be provided.

ADDITIONAL INFORMATION

Reports to: Executive Director

Type of Position: Full-time

We work 37.5 hours per week, and some work can be accomplished remotely. We provide flexible schedules when possible so that each employee is productive in a way that works for them and their family.

Location: Franklin County Chamber of Commerce office (currently located in Deerfield), some remote work available, some travel to client businesses.

BENEFITS

Retirement: 3% employer match

Paid vacation, personal, and sick time

Health insurance available

APPLICATION INSTRUCTIONS

To apply, send a resume and cover letter to:

FranklinCountyMarketingManager@gmail.com

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, gender, religion, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.