



Hastings Area Chamber of Commerce/HEDC
Director of Marketing and Communications

Summary:

The Director of Marketing and Communications will direct all functions related to marketing the organization, the membership and community events. As a primary function of the Chamber, this position will encourage commerce among members and in the community. To successfully perform the functions of the position, this individual will manage campaigns, publications and special events to advance the mission, goals and objectives of the Chamber and HEDC.

Essential Duties and Responsibilities:

To manage and facilitate all activities of the marketing division of the Chamber/HEDC, this person will be responsible for:

- Management of the marketing plan for the Hastings Area Chamber of Commerce and HEDC
- Publications for revenue generation
- Serve as primary point of communications for the organization for media, consultants, vendors, etc.
- Management of all content delivery from the Chamber/HEDC, including websites, print materials and e-mail campaigns
- Providing strategic marketing recommendations to leadership in consideration of budgets
- Tracking and reporting analytics related to campaigns and marketing investments
- Following progress/success with campaigns across various data sources, adapt strategies as needed
- Attend and assist with all events of the Chamber and HEDC

Qualifications:

To perform this position successfully, this individual must be goal-oriented and a visionary thinker. The ability to put ideas into action is critical, while managing budgetary limitations. This individual must have excellent computer, communication and analytical skills and the ability to lead individual and team projects and programs. While daily functioning is task oriented, this individual should be a visionary thinker with the ability to find unique approaches to marketing, events, etc. The position will regularly require lifting 15 pounds, and occasionally up to 50 pounds. Must be willing to attend professional training opportunities and have a valid, current driver's license. This position will require occasional night and weekend work, with overnight travel on occasion.



Education and/or Experience:

Bachelors degree (B.A.) in Marketing or equivalent experience is required.

The requirements listed are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Wage Range:

Full Time - \$57,000-\$62,000

Benefits:

Vacation, Sick Time, and Retirement

Applicants must submit application form with resume and cover letter. Director requests submitting examples of previous work via documents or links that can be considered by the hiring committee.

Documents must be submitted by Monday, November 24 at 5:00 pm to Shannon Landauer – slandauer@hastings-ne.com.