

Date: May 2021

Position title: **Digital Communications Coordinator**

Reports to: Vice-President of Communications

Position Summary:

Full-time staff position responsible for assisting with the implementation the Kansas Chamber's strategic communications and marketing plan which includes member, legislative, media, and events outreach. This position also works with the Vice-President of Communications and the Director of Events to help plan and execute meetings and events for the Chamber and its members.

Communications Responsibilities

- Maintain, regularly update, and coordinate the Chamber's websites, online economic dashboards, and social media channels. Conduct regular reviews of the Chamber's websites and social media channels' analytics and provide reports and propose changes as needed.
- Maintain and create content for the Chamber's business-focused news outlet website. This includes drafting new content as well as repurposing Chamber news releases, events, podcasts, and videos.
- Schedule, script, and produce the ***Conversations with the Kansas Chamber*** podcasts and video series to incorporate into our websites, internal/external communications, and events.
- Work with VP of Communications to develop press opportunities and presentations. Serve as the secondary contact to field media inquiries. Develop and maintain press relationships in order to maximize story placement for the Kansas Chamber, Leadership Kansas, and affiliates.
- Prepare and distribute fact sheets, action alerts, newsletters, and annual publications as assigned to keep the Chamber Board and members, affiliated organizations, investors, and local chambers informed of the Chamber's programs, activities, and accomplishments.
- Prepare and distribute press releases, editorials, and op-eds as assigned to media outlets, elected officials, and the public interested in learning about or publicizing the Chamber's activities or messaging.
- Assist with the drafting and/or designing of scheduled email campaigns, traditional advertising campaigns, social media campaigns, and all other items that will enhance the understanding of the organization's mission among its members as well as the general public, the media, and other organizations.
- Assist with policy research, presentations, and other writing as assigned.
- Serve as the primary photographer at events. Coordinate with professional photographers and videographers, as needed, for high quality projects.

General Responsibilities

- Perform other duties as assigned by the Vice-President of Communications, Chief Operating Officer, or the President/CEO. Willingness to complete additional duties and assume additional responsibility as the need arises.
- Assist with preparing and executing in-person and virtual chamber events.
- Work with and assist other Chamber team members as needed.
- Attend training seminars, meetings, or educational activities to stay up to date on the latest technology, trends, and regulations in the marketplace.
- Represent the Chamber at events and conference.

- Support the organization's mission, vision, and values by exhibiting excellence and competence, collaboration, innovation, and accountability.

Knowledge, Abilities and Skills:

- Bachelor's degree or equivalent experience preferred. Minimum of two (2) years in communications, journalism, and/or marketing coordination role of planning and execution or comparable experience required.
- Strong written and oral communications skills required.
- Effective use of social media channels and other forms of digital communication required.
- Knowledge and understanding of the legislative process required.
- Demonstrated ability to communicate effectively and professionally with the organization's members, vendors, and external contacts required.
- Strong common sense, ability to handle standard situations, and prioritize multiple tasks required.
- Graphic design, database management, and website maintenance preferred.
- Experience with A/V equipment preferred.
- Possesses a high degree of proficiency with Constant Contact, MS Office, and Adobe Suite products, including Word, Excel, Power Point, and Outlook. Experience with Adobe Illustrator, Adobe InDesign, and Adobe Photoshop preferred. Experience with A/V Equipment preferred.
- Must be able to work in a fast-paced environment with demonstrated ability to prioritize multiple, competing tasks and demands. Strong organizational, planning and time management skills required.
- Ability to interface well with departments and team members within the organization in a highly professional manner.
- Attend events which involve the Kansas Chamber and attend those events which the Vice-President of Communications, Chief Operating Officer and President/CEO deem important to the organization. These events may occur after business hours and on weekends.
- Must be able to maintain the highest level of confidentiality. Ability to handle sensitive material concerning the organization and the staff's role within the organization. Respects member's confidentiality and privacy; communicate with them in a courteous and respectful manner.

Physical requirements

The employee frequently lifts and/or moves up to 20 pounds. Job requires clear vision, distance vision, color and peripheral vision with depth perception and the ability to adjust focus. The employee is regularly required to talk, hear, stand, walk, sit, and reach with hands and arms. There is moderate noise in this working environment.