



Marketing & Communications Strategist

Position Summary

The Marketing & Communications Strategist is responsible for telling the story of the O'Fallon-Shiloh Chamber of Commerce through strategic marketing, compelling communications, and consistent brand management. This role leads the Chamber's marketing efforts across digital, print, social media, and member communications while promoting Chamber events, enhancing member visibility, and strengthening community awareness.

Under minimal supervision, this position develops creative marketing strategies, produces engaging content, manages the Chamber's online presence, and measures marketing effectiveness to continually improve member engagement and organizational visibility.

This part-time position reports directly to the President & CEO of the O'Fallon-Shiloh Chamber of Commerce and serves as a strategic partner in advancing the Chamber's mission, member value, and public image.

Key Responsibilities

Marketing Strategy & Brand Management

- Develop and implement marketing and communications strategies aligned with Chamber goals.
- Maintain a consistent Chamber brand across all communication channels and marketing materials.
- Manage the Chamber's marketing calendar to coordinate campaigns, events and promotions.
- Evaluate emerging marketing trends, technologies and artificial intelligence tools to improve efficiency and effectiveness.
- Coordinate advertising opportunities including print, digital, billboard and community publications.

Content Creation & Communications

- Create written and visual content for newsletters, email campaigns, brochures, flyers, annual publications and promotional materials.
- Write press releases, member announcements and other organizational communications.
- Produce photography and reel/video content highlighting Chamber events and member businesses.
- Develop compelling stories that showcase Chamber impact and member success.
- Ensure all communications maintain a professional, accurate and consistent voice.

Digital Marketing & Technology

- Manage and maintain the Chamber website, ensuring content remains current and engaging.
- Develop and manage social media content across multiple platforms, including posts, stories, reels and video.
- Utilize Constant Contact to manage email marketing campaigns and member communications.
- Monitor website, email and social media analytics and recommend improvements based on performance.
- Utilize artificial intelligence and emerging marketing technologies to improve content creation, workflow efficiency and member engagement.

Member Marketing & Community Engagement

- Promote member businesses through social media, newsletters, website features and other communication channels.
- Coordinate publicity for ribbon cuttings, Business After Hours, educational programs and other Chamber activities.
- Highlight Chairman's Circle, Chamber Champions and other investors through strategic recognition opportunities.
- Build relationships with local media and community partners to increase Chamber visibility.
- Assist members in maximizing available marketing opportunities through the Chamber.

Event Marketing & Support

- Develop marketing plans for Chamber events from initial promotion through post-event follow-up.
- Coordinate event signage, printed materials and promotional items.
- Provide photography, reel/video and live social media coverage during events.
- Create and maintain online registration pages and forms for Chamber programs and event.
- Assist with event setup, logistics and day-of operations as needed.
- Gather marketing metrics and attendee feedback to improve future events.

Systems & Strategic Improvement

- Maintain marketing and communication records within ChamberMaster and related software.
- Prepare reports on communication performance, member engagement and marketing effectiveness.
- Recommend improvements to marketing processes, member communications and digital systems.
- Support the Chamber's long-term strategic plan through innovative communication initiatives and measurable marketing outcomes.

Required Skills and Experience

- **Experience:** 2-5 years of progressively responsible experience in marketing, communications, public relations or a related field.
 - **Communication:** Exceptional written, verbal and interpersonal communication skills.
 - **Creative Design:** Experience creating professional marketing materials using Canva, Adobe Creative Suite or similar design software.
 - **Digital Marketing:** Experience managing websites, social media platforms, email marketing and digital campaigns.
 - **Technical Skills:** Proficiency with Microsoft Office, familiarity with ChamberMaster or other CRM software, and comfort utilizing artificial intelligence and emerging technologies.
 - **Project Management:** Strong organizational skills with the ability to manage multiple deadlines simultaneously.
 - **Relationship Building:** Proven ability to build positive relationships with members, community leaders, media and business partners.
 - **Strategic Thinking:** Ability to balance daily marketing responsibilities with long-term organizational goals.
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Additional Requirements

- Professional presence with excellent verbal and interpersonal skills.
 - Demonstrated ability to work independently while collaborating effectively with staff and volunteers.
 - Flexibility to manage changing priorities and occasional time-sensitive projects.
 - Ability to independently transport, lift, carry and set up event materials weighing up to 25 pounds.
 - Ability to move tables, signage, marketing materials and event supplies during Chamber events.
 - Ability to be physically present for extended periods during Chamber events.
 - Local travel as needed with proof of valid driver's license and insurance.
 - Other duties as assigned.
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Additional Details

- **Position Type:** Hourly, part-time.
- **Pay Dates:** 15th and last day of each month.
- **Work Schedule:** Varies; approximately 24 hours per week with the potential to increase to 32 hours based on organizational needs. Must be available for occasional evening and weekend events.
- The above statements are not intended to be a complete statement of job content, but rather to act as a guide to the key responsibilities performed by the employee assigned to this classification. Management retains the discretion to add or change the duties of the position at any time.