



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

Position Title: Manager, Marketing & Communications

Reports To: CEO

Status/Classification: Full-Time Regular, Exempt

Position Summary:

The Healdsburg Chamber brings area businesses and city leaders together to promote growth and create opportunities. We support our members with practical, inspiring programs, resources, and events. As the Manager, Marketing & Communications for the Healdsburg Chamber of Commerce, you will develop, manage, and implement organizational and compelling program marketing, branding, advertising/promotional design, production, press/media, public relations along with event execution. You will manage corporate communications, internal communications, board and investment relations and all publications and mass media collateral. Additionally, you will collaborate with our Director of Marketing and Tourism on multiple projects and branding efforts.

MARKETING & PUBLIC RELATIONS

- Manage the development of marketing strategies including the creation of materials, programs, events, and initiatives including taglines, marketing plans, schedules, email marketing materials, social media content, and newsletters.
- Create all graphic design and collateral for Chamber programs, events, and internal/external communications to promote Chamber Members.
- Plan and oversee the Chamber's recurring communications, including social media, press releases, Business e-newsletter, bi-weekly consumer e-newsletter, Business Directory and Digital Magazine.
- Plan and execute the Chamber's public relations strategies, policies, and procedures.
- Work closely with the Healdsburg Chamber CEO/President, City and Chamber Board Leadership, HTID Marketing Director, outside vendors, and Chamber staff on all a variety of projects and marketing initiatives.

EVENT PLANNING

- Manage event volunteers, advertising, promotion, timeline, budget, event space, and all items needed to put on a successful event.
- Coordinate a variety of Chamber events including Chamber Mixers, Annual Breakfast, Seminars, Annual Bar-B-Q and business awards, holiday and community events, webinars, and networking events.

The mission of the Healdsburg Chamber of Commerce is to develop and promote a robust, diverse, thriving economy and support those unique qualities that are necessary for business, and make Healdsburg a special place in which to work, live and visit.



- Ability to work occasional evenings and weekends to manage and attend events.
- In consultation with CEO advise on event staffing needs including volunteers, committee member participation and vendors.
- Provide a budget for each event, provide an accounting of all revenues and expenses, and ensure that an “actual to budget” is provided to the CEO in a timely regular interval.
- Work closely with the Events Committee on all event concepts and reporting.

MEMBER RELATIONS

- Serves as the primary point of contact for member inquiries, out of town visitor questions, and the general community.
- Work closely with chamber business members to enhance membership support, benefits, business celebrations, ribbon cuttings and onboarding of new Chamber members and staff.

ADMINISTRATIVE DUTIES

- Coordinate all volunteer assignments and manage a variety of very active volunteer committees.
- Assist Chamber CEO in fulfilling Economic Development contract with the City of Healdsburg.
- Provide support for all committee, board, and staff meetings by preparing agendas, seating arrangements, calendar invites and note taking.
- Compile all Chamber and Visitor Center website, social media, and visitor statistics.
- Familiarity with the Brown Act for Board of Director meetings.

WORKING STYLE

- Client-focused with a collaborative approach to developing content.
- Strong interpersonal and communication skills (verbal and written).
- Ability to manage multiple projects of varying scale, audience format, and prioritize responsibilities.
- Must have a proactive mindset, taking the initiative to drive progress and proactively identify opportunities for improvement and growth.

Qualifications:

- Bachelor’s degree in Marketing, Communications, or related area.
- 3-5 years of proven experience working in a marketing role with leadership, supervisory, marketing and event management experience.
- Strong computer and project management skills with solid experience managing social media channels, Google Suites, Canva, Microsoft Office, and Outlook.

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- Experience developing social media content for a Chamber, business or nonprofit is highly desired.
- Established professional writing and editing skills necessary along with a solid background in public speaking.
- Prior experience working for a Chamber of Commerce, or non-profit is desired.
- Knowledge of the Healdsburg community and our local businesses is very helpful.

Salary and Benefits

- Salary - \$65,000 - \$75,000 per year
- Medical, Dental, and Vision Benefits
- 401K
- Paid vacation
- Paid sick leave
- 11 paid holidays

How to Apply

- Submit a resume and cover letter to info@Healdsburg.com

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