

Title:

Communications and Marketing Coordinator

Position Summary:

The Communications and Marketing Coordinator is responsible for communications and marketing activities of the Chamber, primarily related to workforce and education development efforts. Provides administrative support for workforce development staff, workforce development activities of the Chamber, Region 3 Workforce Development Council, and West Alabama Works meetings and projects. Coordinates specific projects as needed based on West Alabama Works project flow.

Responsibilities:

- Compiles edits and distributes news and information primarily through the monthly West Alabama Works eNewsletter
- Updates and maintains the West Alabama Works website, *westalabamaworks.com* and *worldsofwork.com*, and assists with the Chamber's website, *tuscaloosachamber.com*
- Manages the social media presence for West Alabama Works and Worlds of Work (Facebook, Twitter and Instagram)
- Coordination of annual reporting
- Publicizes, through appropriate means, the workforce training programs available through regional training providers and provides a central point of contact for public and private entities seeking workforce training services.
- Assists with all aspects of the West Alabama Works media relations efforts, including, but not limited to:
 - maintains an updated and comprehensive database of diverse media contacts
 - maintains a positive relationship with all pertinent media outlets
 - writes and distributes press releases about news and information
 - writes and distributes media notifications for events and activities
 - schedules and coordinates press conferences and media coverage at events
 - participates in media interviews as needed
- Coordinates all print, electronic and media marketing efforts of the Chamber's education and workforce development activities, including the Worlds of Work regional career expo and regional hiring fairs
- Designs and maintains all West Alabama Works informational documents
- Designs and prepares presentations for Chief Operating Officer and other leadership as needed
- Coordinates photography and videography for education and workforce development activities and events
- Assists Chamber leadership with executive communication, including but not limited to scripts, letters of support, emails, etc.
- Assists and supports Project Managers with meeting minutes, data, reports, and projects
- Assists with Chamber programs and events, as necessary
- Coordinates special projects, as assigned

Required Competencies:

- Graphic design, specifically Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Video editing, preferably Adobe Premiere
- Social media management, advertising and marketing experience

- Website content management, preferably Wordpress
- Understanding of storage management tools, such as Dropbox
- An understanding of workforce and/or economic development is helpful, but not required
- Must be adaptable to changing programs, workforce needs, and areas of focus
- Must be able to work well with a variety of individuals from education, post-secondary, industry, and government, as all are involved in West Alabama Works
- Excellent verbal and written communications skills
- Exceptional people skills with an outgoing personality
- Strong organizational and time management skills
- Self-starter with a high degree of professionalism
- Ability to perform job function with minimal daily supervision
- Thinks innovatively to offer new ideas, concepts, and solutions
- Proficient in Microsoft Office programs including Outlook, Excel, Powerpoint and Word
- Must be able to work normal hours of 8:30 a.m. – 5:00 p.m., Monday through Friday; participation in morning and evening meetings/events is also required
- Occasional out-of-town travel may be required
- Ability to perform all essential functions of this position with or without reasonable accommodation, including regular and predictable attendance, the ability to get along well with others, and represent the Chamber and West Alabama Works in a professional and positive manner

Accountability:

- Reports directly to the Chief Operating Officer
- Maintains a high ethical standard in dealing with information of a highly confidential nature
- Works cooperatively and positively with all Chamber staff members and West Alabama Works colleagues to promote an environment of excellence and teamwork

Compensation and Benefits:

- Competitive salary, commensurate with experience
- Health insurance (BCBS)
- Accidental Death and Dismemberment insurance
- 401(k) program
- Paid personal time off

Application Process:

Please send a cover letter, résumé and references to:

donny@tuscaloosachamber.com and brittani@tuscaloosachamber.com

Application Deadline:

May 14, 2021