



Position: Sr. Manager, Marketing and Communications

Reports To: Director, Marketing and Communications

Status: Exempt

Scope of Position

The Greater Akron Chamber (GAC) is seeking an experienced and strategic Senior Manager, Marketing and Communications to support, manage and execute the organization's marketing efforts and ensure effective communication with members and stakeholders. This role will work across the marketing team and organization as a whole, overseeing the creation and execution of marketing plans for events and programs; managing the organization's podcast content and schedule; and supporting the success of the organization's overall marketing efforts.

Essential Functions

- **Marketing and Communications Strategy**
 - Develop and execute marketing strategies for events, programs, and small business resources to ensure awareness and engagement from membership in each of these areas. This includes collaboration with internal teams including graphic design, website, social media, events and programs, etc. to ensure target audiences are receiving information in a timely manner.
 - Develop and manage the communications strategy for small business members. This includes creating and executing on a content calendar designed to inform small business members of the benefits and opportunities of their membership to drive engagement.
- **Content Creation and Distribution**
 - Write content for events, programs and small business resources to be leveraged for use in print materials, social media, website, and emails.
 - Create and manage the distribution of eblasts and newsletters with engaging, accurate, and timely content. This includes creating the content calendar and managing the timing for distribution based on the audience.
- **Podcast Schedule Management**
 - Oversee the organization's podcast schedule by creating a calendar, identifying speakers, and coordinating with them to ensure preparation and alignment with themes.
 - Collaborate with internal and external stakeholders to promote the podcast and ensure its success.

Preferred Education, Experience, and Skills

- Bachelor's degree in Marketing, Communications, or a related field.

- 5+ years of experience in marketing, communications, or a similar role.
- Exceptional written and verbal communication skills.
- Proven experience managing multi-channel marketing campaigns, including email, social media, and print.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Proficiency in digital marketing tools (e.g., Mailchimp, Constant Contact, Canva, and/or Adobe Creative Suite).
- Experience in podcast planning, scheduling, or production is a plus.
- Strong attention to detail and ability to work autonomously.
- Strong interpersonal skills and ability to work collaboratively with diverse stakeholders.

OTHER CONSIDERATIONS:

- May be required to work more than 8 hours during a workday
- Must be able to remain in a stationary position 50% of the time.
- Occasionally moves office materials and/or supplies weighing up to 25 pounds throughout the office.

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours.
- Must be available during standard business hours.
- While this position is based in the GAC's main office location in Akron, OH, many aspects of this role may be fulfilled through periodic telecommuting as determined appropriate and in conjunction with project supervision.
- Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.