

# GEORGIA CHAMBER OF COMMERCE

December 2018

**Position:** External Affairs Manager

**Reports to:** Executive Vice President

- **Job Purpose:** To support the Chamber's digital and traditional communications efforts by assisting in event production and execution, social media strategies, communications as well as support the efforts of internal departments as needed to include but not limited to media relations, public affairs and digital communications.
- This role works with the Chamber leadership to achieve organizational goals and objectives determined by the larger Georgia Chamber strategic planning process.

## RESPONSIBILITIES

- Supports Chamber and Affiliate events through digital efforts by creating strategic communications timeline to optimize awareness, sponsorship opportunities, and engagement
- Creates and monitors event timelines and ensures deadlines are met
- Prepares External Affairs presentations for Georgia Chamber CEO
- Create and manage a digital presence for Georgia Chamber 2020 initiative
- Create and manage a digital presence and media kit/ tools for local chambers
- Coordinates sponsorship information, communications and marketing
- Manages social media presence throughout the organization
- Drafts original content for social media and the website
- Drafts monthly media and digital reports
- Handles media requests for information and inquiries as directed
- Distributes media advisories, press releases, program updates, images and photo captions to appropriate media representatives as directed
- Coordinates press conferences, interviews, and photo sessions as needed
- Develop content for social media presence
- Assists with special projects as needed
- Must be willing to support the Georgia Chamber's vision, mission and values

## PREREQUISITES

- 4-year college degree in related field or comparable work experience
- Ability to travel as needed
- Familiarity with statewide media preferred
- Strong written and verbal communication skills
- Exceptional attention to detail

## PRIMARY CONTACTS

- Media around the state
- Chamber staff
- Chamber member investors
- Vendors and outside consultants/contractors

## COMPENSATION

- Salary is commensurate with skills and experience
- Performance-based structure for salary adjustments and annual bonus
- Employer assisted health insurance coverage
- Dental, vision, life insurance and STD/LTD insurance
- 401(k)
- Employer paid parking or MARTA pass

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### **To Apply:**

Compile the below documents and send them to Alexandra Coffey at [acoffey@gachamber.com](mailto:acoffey@gachamber.com) with “External Affairs Manager Application” in the subject line.

- Resume

- 100 words or less on why you want to be the External Affairs Manager and the skills you can bring with this position