



### **Digital Marketing & Communications Coordinator**

This position reports to the Vice President of External Affairs and is responsible for the coordination, production, and distribution of organizational communication through existing and new digital media platforms; this includes strategic support for affiliates of the Georgia Chamber.

#### Key responsibilities:

- Manages social media platforms for Georgia Chamber, Rural Georgia, Rural Georgia News, & Affiliate accounts (YouTube, Podcast, Facebook, Twitter, Instagram, and LinkedIn)
- Creates timelines and production schedules that include organic and paid social media posts; makes recommendations as identified to engage & enhance presence across these platforms.
- Develops the daily email editorial calendar for recommendation, input, and approval by the VP of External Affairs; generates and manages the proofing and approval process for all daily and weekly emails of the Georgia Chamber, GBAN (during legislative session) and the Foundation.
- Consistently recommends approaches and adjustments to enhance click rates, open rates, and overall engagement with both social and email communications.
- Oversees the website, gachamber.com, and all updates as well as regular checks for current content, SEO enhancement and overall “website grooming” to ensure optimal presence online.
- Manages the relationship with the Chamber’s marketing agency of record, including weekly check-in calls to keep all projects on track and complete within deadlines assigned.
- Supports promotion of all the Chamber’s events including production & trafficking of promo approvals, as designed by the Chamber’s resident graphic designer, and any print deliverables such as agendas, signage needs, sponsor signs and cue cards, among other identified materials.
- Manages the External Affairs interns, as we have need of them, and works with them to assign tasks and deliver quality work to support Chamber goals and initiatives.
- Coordinates with the Events team and in-house Graphic Design Coordinator to ensure optimal promotion of all videos and podcasts on YouTube and Apple/Spotify; assists at times with uploading of these documents to their respective outlets.
- Performs other duties as assigned by the VP of External Affairs.

#### Skills/Platform Needs:

- Solid working knowledge of Microsoft Office Suite products including Word, Excel, PowerPoint, and Outlook
- Familiarity with Apple and Spotify Podcast platforms
- Proficient in Mailchimp, Survey Monkey, Google Analytics and Word Press
- Proficient in all social media platforms including Twitter, LinkedIn, Facebook, Instagram and YT

#### Education/Certification Requirements:

- Must hold a bachelor’s degree in a Communications related field, preferably digital communications.
- Must have Google Analytics certification, or similar, to track email engagement with membership.

**To apply for this position, please send cover letter and resume to [jobs@gachamber.com](mailto:jobs@gachamber.com).**