



Position Description

Communications & Marketing Specialist

The Burke County Chamber of Commerce is a membership-based, service organization. Its mission is “Growing Business. Building Community.” Most of the services it provides involve staff interaction with and direct service to business owners and managers, government officials, visitors and, potential relocates to Burke County. Primary duties are performed at the Chamber’s main office located at 110 East Meeting Street, Morganton, NC. In light of the high degree of personal service that this Chamber staff position involves, it is imperative that the person who holds this position enjoy working with people and be able to handle multiple tasks.

Duties and Responsibilities

- Work with other staff to contact prospective and existing members for the purpose of recruiting new members and insuring retention of existing members
- Responsible for promotion of all Chamber events. This includes, but is not limited to creating/sending press releases, flyers, social media, and traditional media use regarding events
- Coordinate or assist with Chamber events. Some of these events are held after regular business hours. Attendance is mandatory at these functions
- Coordinate the scheduling, and development of articles and events information, for publication in the Business Spotlight and any other Chamber publications. This may include soliciting advertising and articles when needed
- Assist in keeping the current database of membership records in ChamberMaster updated and correct
- Assisting with general office duties, including answering the telephone, preparing the mail, assisting the President and CEO with administrative duties, and greeting visitors
- Responsible for answering or disseminating all social media alerts and messages to the staff members responsible for subject of the alert or message (Facebook, LinkedIn, X, Instagram, Pinterest, Tik Tok, etc.)
- Responsible for emails sent to members for events, Ribbon Cuttings, and member emails through Constant Contact

- Coordinate the Website and make necessary updates to the Website when needed
- Assist with the staffing of all Chamber events held throughout the year
- Any other responsibilities and tasks assigned by the President and/or the Director of Operations & Member Engagement
- Reports directly to the Director of Operations & Member Engagement

Requirements, Skills, and Experience

- Excellent organization skills. Ability to work under pressure without sacrificing attention to significant amounts of detailed information, often without direct day-to-day supervision.
- Experience in meeting deadlines and ensuring that details are not overlooked. Willingness and ability to work in an open office environment where frequent interruptions are the norm.
- Possess a strong sales mindset with a drive to achieve targets and exceed expectations.
- Strong computer skills. Thorough knowledge of and experience in using all Microsoft Office products (Word, Excel, PowerPoint, etc.), Social Media outlets and willingness to learn Chamber Master (Chamber Database program).
- Excellent interpersonal and verbal and written communication skills.
- Demonstrated ability to work as a member of a team, to coordinate the activities of volunteers, and to work with people in a variety of circumstances.
- Must be self-starter, flexible, motivated and be able to take the initiative.
- Must have reliable transportation. This position requires to/from events, members' locations, trainings, etc.

****This is a full-time, hourly position, with benefits. There are no managerial duties with this position.**

For additional information about this position, contact the Chamber's President at 828.437.3021 or tstephenson@burkecounty.org.