

# GREATER BOSTON CHAMBER OF COMMERCE

**Title:** Marketing Manager  
**Reports to:** Director of Marketing  
**Date:** April 2019

## Summary

At the GBCC, we have adopted the strategy of increasing engagement with our members by leveraging our reputation as the most trusted and influential business organization in Massachusetts. Marketing, and in particular digital marketing, plays an enormous role in our ability to realize our goals. The Marketing Manager's responsibility is to own the Chamber's email marketing platform and optimize it by ensuring we are reaching as many people as possible and driving them to engage with the Chamber in ways that provide the most value to them as individuals and members of the business community. The Marketing Manager will also work to develop multi-channel, measurable campaigns for key Chamber programs and initiatives.

## Responsibilities

### EMAIL MARKETING & AUTOMATION

- Organize and develop mailing lists, including ensuring that members are signed up for and receiving appropriate communications
- Customize audience segments and improve MailChimp infrastructure
- Oversee and approve creative direction, and work with consultants as needed for major email campaigns
- Work with Marketing Coordinator and other teams to develop engaging content for campaigns, select the right contacts, and manage the email calendar
- Regularly analyze and report out on email efforts with a focus on engagement, conversion rates, and list growth
- Work with the Director of Marketing and Membership team to experiment with and analyze email automation

### SOCIAL MEDIA

- Work with the entire Marketing team to develop social best practices and ensure they are being implemented across platforms
- Seek and solicit member news, translate it into engaging social content, and track engagement
- Attend Chamber programs and live-tweet & live stream during the program while also engaging with attendees, members, and the speaker
- Create graphics and social text for speakers, honorees, and members to share prior to and during events
- Oversee, track, and report on social ads across platforms

## **PROGRAM MARKETING & CAMPAIGNS**

- Work with Programs and other teams to understand their goals and translate them into strong multi-channel digital campaigns that drive attendance and engagement
- Based on the subject matter, determine the best advertising outlets and budget; oversee execution of program ad strategy accordingly
- Leverage staff, the Board, and other Chamber networks by providing tools, language, and tips to maximize campaigns and outreach

## **REQUIREMENTS**

- Bachelor's Degree and 3-5 years of related marketing experience preferred
- Advanced Proficiency in email marketing
- Experience with email automation
- Proficiency in all aspects of social media, paid and organic
- Experience in website management, design, and content management systems
- Strong writing, editing, and proofreading skills
- Experience with Google Adwords a plus
- Experience with Adobe Creative Cloud a plus
- Event promotion experience or similar timeline-driven marketing experience is ideal
- Ability to manage relationships with multiple internal and external constituencies
- Successful candidate will be a creative high-energy, high-output, highly organized individual with keen attention to detail