



CITY AWAKE
a program of the Greater Boston
Chamber of Commerce



MASSACHUSETTS
INNOVATION & TECHNOLOGY
EXCHANGE

Greater Boston Chamber of Commerce

Title: Marketing & Communications Co-op

Reports to: Marketing Manager

Date: Summer 2020

ABOUT THE CHAMBER

The Greater Boston Chamber is the convener, voice and advocate of our diverse and collaborative membership who are driving our region's success. Our work is focused on making Greater Boston the best place for businesses and people to thrive. The Marketing Communications team touches all aspects of the Chamber's work from our robust programs offerings to our public policy agenda to executive communications support for our president & CEO. Learn more at BostonChamber.com.

SUMMARY

The Greater Boston Chamber of Commerce seeks a co-op to support the Communications & Marketing Department with all aspects of its day-to-day work. We are looking for an eager-to-learn, well-spoken and well-written individual who thrives on deadline-driven assignments and who understands the ins and outs of today's marketing tools such as content management systems, digital marketing tools, social media, and more.

RESPONSIBILITIES

Communications support

- Assisting in proofreading and editing content from other departments.
- Contribute to a content plan and schedule for the Chamber's blog and meeting deadlines to ensure the blog stays active and relevant.
- Assist other departments in maintaining and updating departmental webpages and emails.

Marketing Support

- Work with Marketing Director to assess website performance and optimization.
- Assist in content planning and social media updating, including live-tweeting from Chamber events and drafting/scheduling posts related to communications.
- Assist the Marketing Manager in analysis of our email marketing program including tracking subscribes and unsubscribes, open rates and engagement
- Managing and creating a strategy to grow followers on Instagram, Facebook, Twitter, and LinkedIn for the City to City and City Awake accounts.
- Participating in the brainstorming and design of advertising campaigns for events, professional development programs, and economic development opportunities.
- Regularly organize and upload post-event video and pictures to various social and web platforms including Facebook, flickr, and the website.

Required qualifications:

- Creative and well-written with aspirations for a job in the marketing, advertising or journalism field
- Proactive and takes initiative to learn as much as possible
- Able to work quickly and meet deadlines
- Familiar with using social media for a business or an organization
- Familiar with blog writing and deadline-driven writing assignments
- Able to work independently and as part of a team
- Organized and presents thoughtful work
- Strong verbal and written communications skills
- Familiar with design programs and content management programs (a plus, but not required)

APPLY:

Please contact Denise McIsaac at dmcisaac@bostonchamber.com and include a cover letter and resumé.

Cont.

HEAR FROM OUR CO-OPS

"Working at the Greater Boston Chamber of Commerce opened my eyes to the Boston community in a way I had never previously imagined, proving to be an invaluable co-op experience that not only reinforced the skills I learned in the classroom, but also encouraged me to push outside of my comfort zone and become a more confident and civically engaged individual. I had the opportunity to work on various projects throughout my time at the Chamber, from writing tweets and blog posts for our website to aiding in planning the Chamber's annual meeting, which brings together 1,700 prominent members of Boston's flourishing business community and celebrates their numerous successes. Each task taught me the importance of time management and effective long-term planning in a professional setting and enabled me to navigate the realities of working in the corporate world while also providing me with access to huge players and prominent events within Boston's business sector. Overall, my time at the Chamber proved to be the perfect co-op experience; I was able to learn and thrive in an endlessly supportive environment while simultaneously cultivating my identity as a young professional in Boston, and I wouldn't trade the experience for anything in the world."

Liliana Piña

Northeastern University '20

Candidate for Bachelor of Arts in Journalism & Media and Screen Studies

"Each morning, while most of the world begrudgingly gets out of bed, I wake up excited to go into work. As I make the daily commute to the office, I think about the opportunities the day ahead may bring. Every day at the Chamber, I get to work with a fun and supportive team, I contribute to meaningful and interesting projects, and I have the opportunity to get to know people I would have never otherwise met. Only in the role of a marketing co-op at the Boston Chamber will you find yourself learning how to manage multiple social media platforms, planning events for some of the biggest names in the business community, and having conversations with your colleagues about building a better, more equitable Boston. The connections you'll make, experiences you'll have, and work you'll get to do will allow you to make meaningful contributions to the Chamber and set you up for future success."

Haley Glenn

Northeastern University '20

College of Social Sciences & Humanities, Class of 2020