



## JOB POSTING

### Marketing and Communications Manager

#### About the Company:

the Howell Area Chamber of Commerce, Livingston County's biggest business organization, also ranks as one of the largest in the state. The chamber is a non-profit membership-based organization that's core mission is to be a catalyst for a vital business environment and an exceptional community. Membership with the chamber is of tremendous value. Member benefits include increased connections, opportunities for networking, education, business support services. Known as a big-picture, can-do organization that plays extremely well with others, the Howell chamber regularly collaborates with public and private groups on programs, proposals, projects, and initiatives that serve the greater good. The Howell chamber's special events – including the Michigan Challenge Balloonfest, Fantasy of Lights, Howell's Sunday Farmers' Market – attract well over 125,000 people and pump millions of dollars into the local economy. There's no better business and community champion around.

#### About the Job:

if you are passionate about supporting local business, a self-starter, have exceptional communication and people skills, attention to detail while expressing creative concepts then the Howell Area Chamber of Commerce has the opportunity for you to share your talents. The Marketing and Communications Manager will maintain and grow the Chamber's programs, network, and membership base. They will interface with members and internal departments to develop digital content to support chamber members and events specifically through web, social, and video content. The Marketing and Communications Manager will also work to develop an annual marketing plan and maintain publications such as promotional brochures, and press releases. They will be responsible for membership and sponsorships sales. They will work closely with internal departments to coordinate planning meetings to obtain an annual financial commitment from chamber partners as well as develop plans and sponsorship levels to meet member and program needs.

#### Job Summary

#### Company

Howell Area  
Chamber  
of Commerce

#### Location

Howell, MI

#### Industry

Non-Profit,  
Business,  
membership  
organization

#### Job Type

Full-Time  
Salary plus benefits



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## Marketing and Communications Manager

### Key Responsibilities:

- Develop and implement a strategic marketing and advertising plan
- Develop, implement, and administer key marketing messages on the value of membership
- Track and report monthly Board measurements
- Provide consultation and expert advice to the Chamber President and staff in relation to marketing and advertising
- Manage member events on digital platforms including promotional graphics
- Manage, update, and execute weekly e-newsletter
- Solicit membership and sponsorship packages
- Generate and send press releases and media relations
- Update & maintain the chamber's website [www.howell.org](http://www.howell.org)
- Increase engagement through social media platforms such as Facebook, Twitter, Instagram
- Update & maintain internal and external publications such as event flyers, brochures, and new member forms
- Present, maintain and develop presentations as needed
- Event planning and onsite event assistance provided as needed

### Skills Required:

- Bachelor's degree or 3 or more years relevant work experience
- Excellent computer skills, highly proficient in all Microsoft Office programs
- Strong communication skills, both verbal and written
- Proven ability to work independently and as a team
- Knowledge of InDesign, PhotoShop, and Canva preferred
- Experience in marketing and branding
- Experience in digital and multimedia projects such as video production
- Basic photography is a plus
- Knowledge of WordPress for site building and maintenance
- Knowledge and understanding of SEO and Google analytics

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The mission of the Howell Area Chamber of Commerce is to be a catalyst for a vital business environment and an exceptional community. The successful candidate will be a key part of the chamber's success in fulfilling our Path Forward initiatives.

Email Resume & Cover letter to [Jbest@howell.org](mailto:Jbest@howell.org)

This job description is meant to serve as a guide. Duties and responsibilities may evolve or shift dependent upon the chamber's priorities.