

# The Fairfield Chamber of Commerce

## Is Hiring for a Part-Time Marketing Coordinator Position!

Do you love to create, design, write, promote, and strategize with effective outcomes? If yes, then come join us!

The Marketing Coordinator is responsible for planning, implementing, and measuring the success of a comprehensive marketing, communications and public relations program that enhances the Fairfield Chamber of Commerce's brand, expands Town visibility, and encourages greater attendance at events. The Marketing Coordinator manages all marketing and events within timelines and budget and helps to build broad-based business community support for the Chamber's mission.

**Marketing Responsibilities include: eblasts, design, social media, events, website.**

- **Email Marketing:** Create and/or update all marketing pieces. Update weekly eblast newsletters, e-mail marketing and communications on Constant Contact email marketing system, (based on content provided by Chamber members), and when needed by the President.
- **Graphic Design:** Create graphics for social media posts, ads, street banners, lawn signs, flyers, annual Visitors Guide and Business Directory, and other formats based on need.
- **Social:** Cross-promote through all social channels.
- **Events:** Most events are reoccurring, and procedures are in place. Promote through Constant Contact and social media, add to website and online community calendars. Design and prepare flyers, invoice follow up, secure sponsors, recruit volunteers, take photos. Maintain communication with event host business and/or vendors; assure efficient operation and management of events. Must attend and help manage.
- **Website:** Utilize WordPress to update website to keep current and accurate.

### **Required Skills:**

- Constant Contact email system proficiency or similar email marketing system.
- Excellent/proficiency technology skills (Microsoft Word, Excel, Publisher, PowerPoint, Outlook, Twitter, Facebook, Instagram, and customer relations database).
- Proactive, operates independently within established protocols and guidelines.
- Performs with attention to detail and achieve high level of accuracy on all assignments including editing and grammar – proofreading skills a must.

- Demonstrated ability to follow project plans and meet timelines and objectives.
- Relationship development ability.
- Excellent time management and organization skills
- Handle confidentiality in professional manner
- Team player, enthusiastic, multi-task, gets the job done with efficiently. Collaborate effectively in a team environment.
- Light-medium physical lifting, carrying, and moving.

The successful candidate will be a personable, creative, and an energetic self-starter with the ability to manage multiple projects and develop relationships with a broad range of media and community partners.

**Requirements:**

- Graphic design experience, with a creative flare.
- Bachelor's degree: Marketing, Graphic Design
- Experience in marketing, public relations, business development or related field.
- Personal laptop required to bring to the Chamber office.

This is an in-office, part-time position: Weekly Schedule: 16-20 hour work week, requiring occasional evening and weekend hours.

Salary Range: \$20-\$25 per hour, depending on experience.

**To Apply:**

Email a resume and cover letter detailing relevant work experience to Beverly Balaz, Chamber President: [Beverly@FairfieldCTChamber.com](mailto:Beverly@FairfieldCTChamber.com).