

Wilmette/Kenilworth Chamber of Commerce Marketing and Event Coordinator Job Description

Position Overview:

The Marketing Assistant reports to and supports the Executive Director (ED) by handling the day-to-day business of the Chamber. This includes managing ongoing programs, membership, event planning and coordination and a lead role in maintaining strong social media presence, sending weekly E-Mail blasts, accomplishing general office work, and occasionally attending special events.

Position Details:

The Marketing Assistant is a part-time contractor retained by the Wilmette/Kenilworth Chamber of Commerce. Compensation is \$20/hour. The Assistant will work a maximum of 15 hours per week, primarily performing duties in the Chamber office Monday through Friday (excluding holidays). Occasional weekend and evening hours may be required during special events.

The Marketing Assistant will work with the Executive Director to support the Wilmette/Kenilworth business community by performing a variety of marketing functions and office management support:

- **Membership Maintenance & Retention**
 - Assist with membership drives for both prospective members and annual renewals
 - Process new memberships
 - Implement follow-up to ensure dues are paid in a timely manner
 - Keep member database current & distribute as directed on a quarterly basis
 - Ensure that members are receiving all benefits associated with their membership level by monitoring YTD progress and periodic auditing and fulfillment of these benefits.

- **Manage Ongoing Programs**
 - Responsible for New Neighbor Welcome Program, including inventory management, assembly, and coordinating distribution of Welcome Bag gifts for new residents
 - Distribute monthly new resident lists as directed
 - Assist with scheduling, coordination and management of regularly scheduled Chamber events (After Hours networking, board meetings, quarterly breakfasts, etc.)
 - Support ED and Chamber committees on major events (Block Party, Pumpkin Walk, Holiday Open House, etc.)

- **Social Media & Website Updates**
 - Partner with ED to plan and execute social media strategies
 - Update social media regularly with fresh information about events and member promotions.
 - Actively promote the Chamber and member businesses
 - Coordinate timely updates to the Chamber website
 - Compile and publish weekly Chamber newsletter

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- **General Office Work**

- Answer Chamber phone, respond to routine e-mail correspondence, provide general support to Chamber members, the board of directors, ED, and community at large
- Work with ED, bookkeeper and other Chamber resources to support daily operations

Recommended Skills:

The following skills are required:

- Outstanding human relations ability
- Strong proficiency with social media and e-mail marketing platforms - LinkedIn, Facebook, Instagram, Twitter, Constant Contact, Mail Chimp
- Strong customer service orientation
- Well-developed written and verbal communications skills
- Strong proficiency with common business software: Microsoft Office, etc.

The Chamber will provide training on other systems if necessary.