



GREENWOOD CHAMBER OF COMMERCE, INC.

Working to Bring You a Better Tomorrow Today

P.O. Box 423 • 9371 Greenwood Rd. • Greenwood, LA 71033

(318) 936-4673 • www.gcc-la.org

MARKETING STANDING COMMITTEE

Job Description:

- Develop and implement a cohesive marketing, communication, and public relations plan that showcases the Chamber as a must-join for all businesses in the Greenwood area.
- Manage the production of all printed communication materials generated by the Board of Directors including marketing materials, advertisement, and event signage.
- Manage and oversee the production of the Chambers quarterly newsletter.
- Supervise the design and production of all Chamber printed materials, advertisements, and publication proposed by third-party individuals or firms.
- Edit and write news releases, articles, and supplements for distribution both internally and externally, including printed publications, newsletters, and website.
- Develop speaking points to generate proposed messaging and branding.
- Ensure press coverage and serve as the Chambers initial point of contact with the media.
- Manage the Chamber's web presence including design updates and content.
- Provide assistance at Chamber events including coordinating photography.
- Perform other task as assigned by the President or the Board of Directors.
- Coordinate with the Budget committee for funds needed to implement and maintain marketing programs.