



COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

INTRODUCTION

Since 1981, the Westfield Chamber of Commerce has served its members, the greater Westfield Community, and Hamilton County. Since 2008, the Downtown Westfield Association has advocated for the downtown region and the businesses and residents in the corridor. The Chamber and DWA have been a thoughtful partner with the community at large and a champion of progress and a positive business environment.

POSITION OVERVIEW

The Westfield Chamber and DWA seek a detail-oriented Communication Coordinator to join our team. We have two customers: Our partners (businesses) and members (individuals). As the Communication Coordinator, you'll support all Westfield Chamber and DWA team functions as we work together to carry out events and improve member retention. The ideal Communication Coordinator will have an analytical mind with a passion for all things digital and thrives in a fast-paced, collaborative environment.

QUALIFICATIONS

- Bachelor's degree preferred; high school diploma required.
- 1+ years' experience in email marketing or communication strategy
- Attention to detail and a capacity to set priorities and meet deadlines.
- Proficiency with Microsoft Office and Adobe.
- Analytical skills with an ability to uncover actionable insights from quantitative analysis and/or qualitative feedback.
- Exceptional communication skills, both verbal and written.
- Proficient organizational and time-management skills; ability to react to shifting priorities and manage multiple projects at once.
- Proper public contact and telephone etiquette.
- Principles and practices of records maintenance.
- English usage, spelling, grammar, and punctuation.
- Letter writing and basic report preparation.
- Valid Driver's License.

DUTIES & RESPONSIBILITIES

The following are some of the essential areas of responsibility.

- Help execute both the digital and non-digital member communication strategies.
- Assist with ideation, development, and testing for new member communication touchpoints on email, web, and mail.
- Coordinate the design and production of member communications.
- Work with the Events Coordinator to execute and prioritize event requests
- Manage the Chamber and DWA brand, oversee brand development and communication tools (Facebook, Instagram, YouTube), and work with vendors and partners who partner with us to inform our members and the Westfield community.



- Tackling the logistics, strategy, and marketing of events that seek to connect our members and investors for growth and opportunity.
- Promote, administer, and attend chamber events.
- Create print & digital marketing materials, including promotional flyers, press releases, and event signage.
- Coordinate third-party marketing efforts and collaborate as needed.
- Strategically promote events through digital, industry, and local networks.
- Oversee in-house creative development to ensure all creative materials are complete and traffic creative to internal and external partners for approval.
- Compile and distribute reports internally.
- Audit web and email assets as needed.
- Provides customer service at the front desk when needed.

Supervisory Responsibilities

- Intern(s)

OTHER DUTIES AS ASSIGNED

The employee accepts and agrees to be subject to the CEO's general supervision, advice, and direction. Including the primary responsibilities listed above, the employee shall perform other duties customarily performed by an employee in a similar position and such other and unrelated services and duties as may be assigned from time to time by his supervisor.

BENEFITS & PERKS

- Flexible hours and work environment, offering a flexible WFH policy
- Generous PTO, including a paid week off between Christmas and New Year's
- Health Benefits: Medical, Dental, Vision, 401K plan with a 3% contribution, 100% vested to you right away
- Every employee is given the opportunity for training and development

COMPENSATION & BENEFITS

The preference is for a full-time position, but part-time will be considered. **The salary range is \$42,000 - \$46,000, depending on experience.**

As compensation for the services provided to the Westfield Chamber and DWA, the Westfield Chamber and DWA would offer a compensation package payable twice per month (15th and 30/31st) according to Westfield Chamber payroll procedures and subject to applicable federal, state, and local laws withholding.

REIMBURSEMENT

Employees are reimbursed for any out-of-pocket expenses incurred while on the job or in service of their position. Reimbursements happen at the beginning of each month. Mileage reimbursement is available for travel conducted while on the job.

PHYSICAL DEMANDS

The physical demands are representative of those that an employee must meet to perform the essential functions of this job successfully. While performing the duties of this job, the employee is:



- Regularly required to sit, use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk or hear.
- Frequently required to stoop, kneel, crouch, or crawl.
- Regularly required to stand and walk and occasionally required to climb or balance.
- Occasionally must lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- The noise level in the work environment is usually moderate.

WORK ENVIRONMENT

The work environment characteristics described here represent those an employee encounters while performing this job's essential functions.

- Noise level is usually moderate.
- Employee must have the ability to maintain concentration amid interruptions and background noise.

BEST EFFORTS OF EMPLOYEE

Employee agrees to perform faithfully, energetically, and to the best of his ability, experience, and talents, all the duties that the express and implicit terms may require as stated on this offer letter, to the reasonable satisfaction of the CEO. Such responsibilities shall be provided at such place(s) as needs, business, or opportunities of the company may require from time to time.

POSITION & LOCATION

Your full-time salaried employment with the Westfield Chamber of Commerce and the Downtown Westfield Association would be 40+ hours per week at the office at 116 East Main Street, Westfield, Indiana, 46074. You will have the option to flex your work hours or work remotely occasionally.

OWNERSHIP OF SOCIAL MEDIA CONTACTS

Any social media contacts, including "followers" or "friends," that are acquired through company accounts (including, but not limited to, email addresses, blogs, Twitter, Facebook, YouTube, Instagram, or other social media networks) used or created on behalf of the Westfield Chamber, or DWA is the property of the Westfield Chamber and/or DWA.

VALUES & OPERATING PRINCIPLES

To provide consistency in leadership and decision-making, the Westfield Chamber of Commerce Board of Directors has adopted the following Values and Operating Principles.

The Westfield Chamber of Commerce is a membership organization that endeavors to engage its members in decisions and activities whenever possible.

The Westfield Chamber of Commerce:

1. Treats all members and member classes equally.
2. Conducts its business in an open and inclusive manner.
3. Seeks to be an honest broker between business interests in the community and government entities.
4. It is a hub of information about the community.



5. Operates in a non-partisan manner.

On behalf of its members, the Westfield Chamber of Commerce engages in relevant activities within the community and represents its members' interests fairly and responsibly.

When determining policy, the Westfield Chamber of Commerce Board of Directors attempts to consider various viewpoints, particularly when there may be many different member interests on an issue.

CONFIDENTIALITY

The Westfield Chamber and DWA recognize that all employees have information regarding sensitive economic development, the City of Westfield, general community information, and other vital information that is valuable, memorable, and unique assets of the Westfield Chamber and DWA. Employees agree that they will not, at any time or in any manner, directly or indirectly, divulge, disclose, or communicate any information to any third party without the prior written consent of the CEO. Employees will protect confidential information and treat it as strictly confidential. A violation by an employee will justify legal and/or equitable relief and may result in termination.

CONFLICT OF INTEREST

Conflicts of interest are unavoidable. A conflict of interest exists when a board or staff member believes there is one, another Board member believes one may exist, or the Chamber membership may believe one exists. Board members are expected to declare any perceived, potential, or actual conflict of interest and, if appropriate, refrain from any vote that may unduly benefit the Board member of their business. Each Board member is responsible for raising the issue if they believe another Board member may have a conflict of interest.

Chamber policy is formed through deliberation and discussion among the Board of Directors. Once Chamber policy is created, official spokespersons for the Chamber are either the Board Chairman, the President, or other members of the Board as directed by the Chairman.

POLICY & ACTION

Staff members cannot commit the Chamber or DWA to any action or policy. Their status is that of an individual acting as an employee. A staff member has a right to influence the CEO to approve such actions and policies as favored. Still, that authority does not go beyond their influence or position. It should be willing to abide by the CEO's decision or, when necessary, the Board of Directors following the organization's bylaws.

RELATION TO THE PUBLIC

Each staff member represents the membership officially and unofficially to the entire public. Staff members should always be ready to defend the Chamber against criticism, or where the complaint may be justified, take steps to remedy the situation by bringing it to the attention of the CEO for action. The CEO and/or Chairperson of the Board of Directors are the only spokespersons of the Chamber. Any staff member contacted by the press should refer them to the CEO for comment.

RELATION TO CHAMBER BOARD & STAFF



While the Board is the Chamber's legislative and judicial arm, the policy's administration is delegated to the Chamber CEO. The Chamber & DWA Board employs a CEO responsible for the employment and performance of the paid personnel required to carry out the Chamber program. The Board has no supervisory responsibility for the Chamber Staff and cannot individually supervise the CEO; that direction must come from the Board of Directors.

The relation of the Board member is advisory as it relates to staff members. The concern of the Board member is legislative as it affects the organization. Individual Board members should not assume administrative responsibilities more appropriately performed by staff. At the same time, staff should not make policy decisions, which can rest only with the Board.

Communications from volunteer leaders to staff should be through the CEO. That correspondence from volunteer leaders to other volunteer chairman or other volunteers would be direct with copies to the CEO. These include significant policies, work assignments, new projects, important programs, etc.

EQUAL OPPORTUNITY EMPLOYER

The Westfield Chamber and DWA are proud to be an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis prohibited by law.

ACKNOWLEDGMENT

This document only needs to be signed and returned if offered the position.

I hereby attest that I have reviewed the job description and will adhere to the position described above to the best of my ability.

Signature

Date