



JOB DESCRIPTION

Multimedia Communications Coordinator

JOB TITLE:	Multimedia Communications Coordinator
HOURS:	Full time (40+ hours/week)
SALARY:	Depending upon experience
LOCATION:	Remote & San Luis Obispo Chamber Offices 895 Monterey Street, SLO
REPORTS TO:	Director of Communications

POSITION DESCRIPTION

Produce a variety of quality written and multimedia communications pieces for the various audiences of the Chamber: staff, members, media and the community.

VITAL CONTRIBUTIONS/ EXPECTATIONS:

- Create and edit written content to ensure consistent and accurate Chamber brand messaging.
- Communicate Chamber priorities, positions and advocacy to the membership through a multi-media and multi-channel communications strategy.

DUTIES & RESPONSIBILITIES:

- Produce Chamber emails and monthly newsletters, including writing copy, creating, sending and tracking all email communication.
- Write content for articles, pages and update various sections of the Chamber websites (SLOChamber.org and ImagineSLO.com).
- Assist in coordination of public relations activities for the Chamber with Director of Communications.
 - Write and distribute press releases and media advisories
 - Generate pitches to promote SLO as an ideal place to live, work & visit
- Update/write copy, edit and design marketing & event materials.
- Update/write copy and assist in editing major print publications (Relocation and Referral Guide and Visitors Guide).
- Work with communications team to create video content as needed.
- Work with communications team to create graphic content as needed.
- Research and stay well-informed on existing and emerging communications avenues. Keep the staff up to date on any new media or multimedia that might help other departments, including governmental affairs and membership services.
- Work closely with other departments to ensure that the Chamber brand and messaging is consistent and accurate across all channels.
- Other duties and responsibilities as assigned.

REQUIRED SKILLS, EDUCATION AND CERTIFICATIONS:

- Excellent written and verbal communication skills.
- Bachelor's degree in journalism, communications, or related field, or
- 2-6 years related experience, familiarity with public relations and new media preferred.
- Proficiency with Microsoft programs
 - Word, Excel, PPT, Outlook, relational database and internet.
- Knowledge of basic Photoshop skills a plus
- Knowledge of basic video editing skills a plus
- Knowledge of website content management systems (Specifically Wordpress & Constant Contact)
- Proven ability to write articles, press releases and other correspondence with proficiency in AP style.
- Ability to read and interpret documents and information to produce well-researched, in-depth articles.
- Ability to think critically and proactively and be entrepreneurial regarding Chamber's strategic communication.
- Must possess strong proofreading skills and have a strong command of the English language.
- Ability to work independently with limited supervision.

COMPENSATION

This position can expect a competitive salary and a complete benefits package including:

- Paid holidays and vacation
- Bonus plan eligibility
- Retirement plan
- Profit sharing
- Life / Health insurance paid
- Long Term Disability insurance paid
- Paid downtown parking
- Flexible Spending Account

To be considered for this position, please send a cover letter and resume plus 2-3 writing samples to Jacqui Clark-Charlesworth at jacqui@slochamber.org.

Email communication is the only form of correspondence for this position. Please, no phone calls or drop-ins.

ABOUT THE SLO CHAMBER

Since 1905, the San Luis Obispo Chamber of Commerce has been dedicated to serving our membership through work to enhance the economic prosperity and community well-being of San Luis Obispo County. Our focus is on creating the best possible environment for all people to live, raise their families and pursue their passions in the place they love.

We are committed to promoting and modeling diversity and inclusion in business, nonprofit, local government and educational institutions. We are fully focused on equality and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin and all the other fascinating characteristics that make us different.