



MARKETING MANAGER

ABOUT US

Founded in 1868, the La Crosse Area Chamber of Commerce is a nonprofit membership association serving more than 550 businesses, nonprofits, and individual members through educational programming, networking opportunities, advertising, advocacy, and business growth. The La Crosse Area Chamber is led by an active Board of Directors and operates with a mission to elevate and strengthen the business community in order to enhance the La Crosse Area's quality of life.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Inform, improve, and execute the Chamber marketing plan including consistency in scheduling, branding, and communication
- Proficient in building member journeys to drive conversion, retention, and loyalty
- Serve as an expert on brand standards, strategy, and target markets to partner with Sales on growth strategies and plans

ADDITIONAL DUTIES AND RESPONSIBILITIES

- Demonstrate a high level of leadership, creativity, resourcefulness, and accountability
- Strong understanding of social media strategy and best practices with ability to translate these to an organization-wide marketing calendar
- Collaborate with other team members to deliver campaigns and projects that are on mission, on time, and on budget
- Ability to analyze data and draw conclusions to drive efficiency and inform strategies around prospecting and member engagement
- Uphold brand standards through creation and updates of graphics, documents, and websites
- Support events and programming through strong promotions, graphics, and the creation of targeted messaging to reach the desired audience

REQUIREMENTS

- Undergraduate degree in Marketing, Communications, Business, or related field; Will consider experience in lieu of bachelor's degree
- 5 years of Marketing experience with both digital and traditional media, from strategy to implementation to optimization
- Excellent written and verbal communication skills
- Exceptional interpersonal skills to effectively cultivate relationships with key stakeholders
- Excellent computer skills including proficiency in Microsoft Office and Adobe Creative Cloud

WORK ENVIRONMENT

The majority of work duties can be performed remotely, but attendance at in-person meetings and events throughout La Crosse County is required. Occasional work on evenings will be required.

ABOUT THE POSITION

This salaried, exempt position offers a competitive pay and benefits package, including 401(k) plan with a non-elective safe harbor 3% employer contribution, 10 paid holidays, paid time off accrual immediately upon hire, and health/dental/vision benefits.

Interested candidates should submit a cover letter, resume, and references to hire@lacrossechamber.com.

The deadline for applications is August 25, 2021.