



Job Title: Marketing Associate

Reports To: President

- I. Who We Are:** The Martinsville-Henry County Chamber of Commerce is dedicated to promoting the well-being of the local community and economy. With over 800 members, the Chamber acts as a voice for businesses in the region while also providing opportunities for networking, collaboration, and increased community exposure. The Martinsville-Henry County Chamber of Commerce was founded in 1959 and has been actively involved in all facets of our business community ever since. Our programs are designed to encourage a strong local economy by creating an environment where businesses thrive and community and commerce work together for the future of Martinsville-Henry County.
- II. Position Summary:** The Marketing Associate will support the Chamber of Commerce's efforts to promote member businesses, community initiatives, and organizational events. Working closely with a small, dynamic team, the Marketing Associate will assist in implementing marketing campaigns, managing digital platforms, and coordinating promotional efforts that strengthen the Chamber's presence and visibility of Chamber members, while increasing the Chamber's impact in the community. This position is **TEMPORARY** and **PART-TIME** with funding available through June 30, 2025. Office location at 115 Broad Street, Martinsville, Virginia 24112.
- III. Primary Responsibilities:**
- Develop and manage content for the Chamber's Discover MHC magazine, website, social media, and email newsletters, ensuring all communications reflect the organization's mission and branding.
 - Lead, design, and implement the marketing campaign for Chamber events, such as networking opportunities, business expos, and community initiatives.
 - Build relationships with member businesses to support their promotional efforts and showcase their achievements through Chamber marketing channels.
 - Manage the Chamber's social media accounts by creating content, scheduling posts, and analyzing engagement metrics.
 - Coordinate the design and distribution of marketing materials, including flyers, brochures, press releases, and event programs.
 - Collaborate with vendors and partners for advertising, sponsorships, and event promotion.
 - Maintain and update the membership database, CRM, and email marketing platform.
 - Track and report on marketing campaign performance, providing insights to improve strategies.
 - Stay up to date on local business and community news to identify opportunities for promotion.
 - Provide administrative support for marketing projects and departmental needs.
 - Performs additional duties as assigned by President.
- IV. Qualifications**
- Associate's degree and relevant work experience in Marketing, Communications, Public Relations, or a related field
 - 1-3 years of experience in marketing, event planning, or communications.
 - Strong writing and editing skills with a keen eye for detail.

- Proficiency in marketing tools such as social media management platforms, email marketing software, and Google Analytics.
- Knowledge of basic graphic design tools (e.g., Canva, Adobe InDesign) is a plus.
- Excellent organizational and project management skills, with the ability to handle multiple tasks.
- A collaborative and proactive mindset, with a passion for supporting businesses and fostering community growth.

V. Preferred skills:

- Experience working with non-profits, chambers of commerce, or membership-based organizations.
- Familiarity with CRM systems, membership management and/or event management

VI. How to Apply

You could be a part of our thriving team at Martinsville-Henry County Chamber of Commerce, a membership organization who has been serving the M-HC community for over 65 years and still going strong. This is your **ideal part-time job** if: You are self-motivated. You think like an entrepreneur, constantly innovating and driving positive change, but more importantly, you consistently deliver mind-boggling results. The ideal candidate will demonstrate:

- **Courageous Communication** The best news is good news, and the next best news is bad news delivered immediately.
- **Professionalism** as a person who lives in the present moment and listens to others while striving for a drama free work environment.
- **Teamwork!!!!** We're a small, close-knit team (we all pitch in to get things done and look out for each other)
- **Fiscally Responsible** We weigh every decision with the impact to our members, community, and employees, as well as the stability to the Chamber.

So what are you waiting for? Come be a part of our team! **Email your resume and cover letter to info@mhccchamber.com with marketing associate in the subject line. Application Deadline: Open until filled.** Committee review of applications will begin on **January 15, 2025.**

Job Type: Temporary, Part-time

Pay: \$13.00 - \$20.00 per hour

Benefits: None

Hours per week: 20 – 29 hours/week, depending on availability

Must be willing to work during the Chamber's operating Hours: Monday to Friday, 9AM – 5PM and occasional evenings and Saturdays