

Communication Technology Specialist

Alva Chamber of Commerce



The Alva Chamber of Commerce values diversity of culture and thought and seeks talented, qualified employees in all its operations regardless of race, gender, national origin, religion, sexual orientation, disability, age or any other protected classification.

The Alva Chamber of Commerce is proud to be an Equal Employment Opportunity Employer.

Chamber Mission Statement:

Promote business, enhance economic and community development, deliver tourism marketing, and catalyze the overall quality of life in the community and region.

Reports to: *Alva Chamber of Commerce Executive Director and Chamber Board*

Wage Range: *\$8.75 to \$15 per hour*

The Alva Chamber of Commerce believes that the Alva community deserves a passionate, dynamic, and talented Communications Technology Specialist to facilitate communications between community stake holders and provide vibrant, eye catching content to enhance the visual marketing landscape of the chamber and Alva Community. The person in this position will sustain that belief through committing to our Mission, Vision and Values. They will enjoy what they do and the people they do it with while exhibiting a positive attitude. They will earn the trust and confidence of co-workers, board members and the community by upholding a personal value system based on honesty and integrity. This employee will support all policies, procedures and programs which will assist in building and maintaining the inviting, positive and enriched culture for Alva community members and visitors.

Part Time Summary

The Communications Technology Specialist (CTS) will create a vibrant digital image of the Chamber to the Alva community, its Chamber members and visitors. This position is hired by the Chamber's Board of Directors and reports to the Chamber Executive Director. The CTS is responsible for driving the organization's vision through digital imagery and marketing of all programs, events and activities. The CTS is responsible for following all policies and duties established and assigned by the Board and Executive Director. This position will be a leader in communication between the Chamber and local businesses and stakeholders, by providing resources, education and digital content as needed, and sharing information through email, social media and member newsletters regarding events, programs and activities. Reporting to the Chamber's Board of Directors, the CTS will play a vital role in reporting analytics and insights surrounding the Chambers social media presence, website clicks and success of digital campaigns. This position is responsible for maintaining and updating the Chamber's www.alvaok.net website as well as the City of Alva Tourism website, www.visitalvaok.org and will provide monthly reports on each. Together these responsibilities help to advance the interests of local businesses, building strong community relationships, and ensuring the Chamber remains a vital resource for the Alva community. *The Communications Technology Specialist is a part time, non-exempt employee to be paid an established hourly wage.*

Essential Functions and Accountabilities including, but not limited to:

Key Responsibilities:

- Be a positive team member who promotes Alva with enthusiasm and pride
- Ensure the mission of the Alva Chamber of Commerce is at the forefront of every decision made
- Assist the Visitor's Center by providing excellent customer service when answering phones, responding to emails and welcoming visitors to Alva
- Assist in creation and distribution of brochures, flyers, posters, announcements and digital content through mailings, social media posts, and newsletters
- Serve as the forefront of the Chamber's online presence, crafting engaging and visually appealing content across various social media platforms
 - Schedule highly engaging social media posts to support all events and projects, opportunities to drive traffic to company website.

- Increase customer engagement through interactive and creative content strategies.
- Manage the Chamber and Tourism websites including:
 - Regularly updating members, events, photos
 - Plan, organize and execute special marketing campaigns for local programs, events and activities
 - Monthly reports to the board on success of social media ad campaigns and website visits
- Update and maintain media kits and contact lists in excel
- Assist with monthly Chamber and other board meetings
- Help with chamber events including setup, breakdown and cleanup efforts post event. This may require light physical lifting
- Attend all community events deemed necessary by the Chamber Executive Director or Board of Directors
- Verify membership information and maintain follow-up communication with members
- Order general supplies as needed for office or events
- Ensure the office is presented in a clean, tidy manner. This includes light janitorial duties.
- Stay up to date with the latest trends and best practices in digital marketing
- **And Much More:** Embrace the variety! You'll have the chance to dive into various marketing tasks that keep things interesting.

Qualifications:

- **Excellent Communication Skills:** Must be able to effectively communicate through various means, including writing and public speaking. An outgoing personality is crucial when working with both the Chamber team and its members.
 - Basic knowledge of Microsoft Word, Excel and PowerPoint
 - Basic knowledge of email
 - Advanced knowledge of Canva
 - Willingness to learn Constant Contact and Website Maintenance
- **Excellent Customer Service Skills:** must be able to provide customer service to match the vision of the Chamber of Commerce and create a welcoming environment to visitors.
- **Social Media Savvy:** Understanding the ins and outs of social media platforms is a must. We want someone who can leverage these platforms to their fullest potential
- **Creative, Motivated Time Manager:** we are looking for a motivated learner with a creative mind who can manage time appropriately in order to quickly and efficiently accomplish multiple tasks with varying deadlines.

Experience, Education and Licensure

- 2-4 years' experience in social media marketing, digital content creation, website management,
- Demonstrated ability to build and maintain effective relationships with diverse stakeholders.
- Experience with financial oversight and managing budgets.
- Visionary thinker with the ability to innovate and adapt to changing circumstances.

Competencies

Accountability/Initiative

Accepts personal responsibility for the quality and timeliness of work. Manages time and delegates appropriate focus to accomplishing goals on schedule in order to deadlines. Exhibits attention to detail; acknowledges and corrects mistakes. Makes no excuses or casts blame. Carries their fair share of workload without waiting to be asked to take action. Follows up personally and monitors progress to ensure progressive movement of tasks. Can be counted on to complete commitments without being micromanaged.

Attendance/Punctuality/Dependability

Comes to work on time every day. Is fully prepared and ready to work at beginning of work schedule and continues until work day is done. Is aware and accepts that additional hours may be needed outside of work hours in order to meet deadlines. Makes appropriate arrangements when adverse weather or other problems might delay on-time arrival. Conforms to work hours and schedule. Informs supervisor and others know immediately when unexpected problems cause absence, lateness, or the need to leave early.

Community Focus

Builds Community relationships; is aware of the needs to meet and exceed expectations; provides a positive experience. Gains community trust and respect. Actively seeks community feedback on quality of services, events and activities provided. Does not take issues personally and is quick to address and hopefully resolve community concerns. Applies knowledge of community service to meet customer requirements.

Communication Skills

Presents ideas clearly and effectively without offending others. Comfortable publically speaking. Listens attentively and with objectivity; asks good questions; accepts criticism and appreciates positive feedback. Communicates well verbally and in writing. Keeps supervisor and coworkers informed; ensures information and ideas are flowing in appropriate directions. Identify and communicate any obstacles in accomplishing tasks.

Ethics and Integrity

Builds Trust. Respects and maintains confidentiality when appropriate. Admits mistakes in spite of the potential for negative consequences. Defines and practices moral and ethical behavior at all times. Avoids situations and associations that could be considered inappropriate. Honest and transparent in all dealings. Upholds and models our core values; acts in such a way as to be the person others look up to.

Job Knowledge and Continuous Improvement

Strives to be an expert in their job and serves as a resource to others to help solve problems and improve community growth and development. Actively acquires new skills and input from others. Views constructive criticism and negative experiences as learning opportunities. Open to suggestions and new ideas.

Professional Presence

Dresses appropriately for the position and role. Presents a well-groomed, clean and neat appearance. Appearance does not call undue or inappropriate attention to self. Appearance represents organization well.

Team Focus

Is aware of how their job affects coworkers, board members, community members and the morale and heartbeat of the team. Maintains an upbeat, positive attitude. Fulfills commitments to other team members. Puts team success ahead of individual success. Balances team and individual responsibilities. Does not monopolize credit for others work.

Work Environment

The work environment is typical of an indoor, office setting. The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Functions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. When performing the duties of this job, the employee is frequently required to sit, stand, talk, hear; reach with hands and arms; and stoop; kneel; or crouch. The employee must be able to drive a car and travel to meetings and events as needed. Light janitorial duties are required to maintain clean office environment. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision and depth perception.

I have reviewed the job description.

Do you see any reason why you would be unable to perform the duties and accountabilities of this position? No Yes
If yes, please explain.

Signature

Date

Alva Chamber of Commerce employees have the highest respect for the community serve and define our success in terms of the community's success. Our work environment is enthusiastic, hard-working and dynamic. Our environment is one that is challenging while supportive. We give employees the opportunity to develop their skills and do their best work.