

# Greater Winter Haven Chamber of Commerce, Inc.

## Job Description – Marketing & Events Manager

### POSITION

Marketing & Events Manager (Full-Time)

### REPORTS TO

President & CEO

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## POSITION SUMMARY

The Marketing & Events Manager is responsible for the planning, coordination, promotion, and execution of the Chamber's marketing initiatives, programs, and events. This role works closely with the President & CEO to strengthen member engagement, promote Chamber initiatives, and enhance the visibility of the Greater Winter Haven business community through strategic communications, social media, events, and digital marketing.

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## KEY RESPONSIBILITIES

### Marketing & Communications

- Develop and implement the Chamber's marketing and social media strategies.
- Oversee creation and distribution of Chamber e-newsletters, e-blasts, and other digital communications.
- Manage and maintain Chamber social media platforms, including Facebook, Instagram, TikTok, YouTube, and podcast channels.

- Coordinate with advertising and design partners on the annual magazine, event invitations, promotional materials, and branding projects.
- Oversee and manage Chamber website content and blog posts.
- Under the direction of the President & CEO, draft written communications, press releases, and marketing materials.
- Capture and post photos and videos from Chamber events and ribbon cuttings.
- Edit and produce video content for social media and digital platforms.
- Assist with the development of marketing campaigns that promote both the Chamber and the Winter Haven community.

## **Podcast & Digital Media**

- Coordinate scheduling, recording, editing, and promotion of Chamber podcasts.
- Assist in the creation of engaging multimedia content to support Chamber initiatives and events.

## **Events & Programming**

- Coordinate logistics, promotions, and marketing collateral for Chamber events and programs.
- Assist in planning and executing recurring monthly events including membership luncheons, webinars, Women in Networking (WIN), and other member engagement programs.
- Plan and organize annual signature events such as:
  - Taste of Winter Haven
  - CFest
  - Celebrate Winter Haven
  - Golf Tournament
  - Legislative Warm Up
  - WIN Expo
  - Endeavor Serves Day
  - BBQ in the Breezeway
  - PYPAs events
- Work with the Leadership Winter Haven Alumni Committee to coordinate alumni events and communications.
- Strategize with the President & CEO regarding future programming opportunities and event growth.

## **Additional Duties**

- Provide support to the President & CEO on special projects and initiatives as assigned.
- Perform other duties as needed to support Chamber operations and member engagement.

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## **QUALIFICATIONS & SKILLS**

- Bachelor's Degree preferred.
- Events experienced preferred.
- Strong interpersonal and relationship-building skills with a positive, professional attitude.
- Excellent written and verbal communication skills.
- Strong organizational skills with attention to detail and the ability to manage multiple projects simultaneously.
- Proficiency in Microsoft Office applications including Word and Excel.
- Experience with Canva and/or graphic design platforms; familiarity with Adobe Creative Suite or Affinity Designer preferred.
- Experience managing social media platforms and digital communications.
- Basic photography and video editing skills preferred.
- Self-motivated with the ability to work independently and collaboratively within a team environment.
- Ability to work occasional evenings and events outside normal business hours.