



SAN FRANCISCO CHAMBER OF COMMERCE

JOB DESCRIPTION

JOB TITLE: *Digital Content Manager*

EXEMPT: Yes **DIVISION:** Marketing & Events

LOCATION: 235 Montgomery Street, Suite 760, SF, CA 94104: Hybrid options for in-person/remote work.

REPORTS TO: Senior Director, Marketing & Events

Summary

The *Digital Content Manager* works to grow the Chamber's visibility, influence and membership through the creation and delivery of compelling media across multiple vehicles. This position supports all aspects of the organization's communications, public relations, advocacy, event marketing, and member engagement activities. The *Digital Content Manager* reports to the *Senior Director of Marketing & Events*.

Essential duties:

Content Management:

- Write, edit, and produce all communications for e-newsletters, blogs, marketing materials and content for print, web, and social media.
- Work with the *Senior Director of Marketing & Events* to position the SF Chamber as a leader in the community through concise, authentic messaging that engages current and prospective members.
- Research and fact checking.

Email Marketing:

- Using Constant Contact/Pardot, produce Chamber e-newsletters, including *San Francisco Business This Week*, a compilation of news relevant to Chamber partners, employees, and Board Members.

Website Management:

- Primary management of the Chamber's website, including third-party hosting, site templates and style sheets; WordPress content management system; development and publishing of web pages. Oversee analytics and reporting.

Social Media:

- Lead in producing and scheduling engaging content for social media platforms including Facebook, Instagram, Twitter, and LinkedIn.

Graphic Design:

- Working knowledge of graphic design applications such as WordPress, InDesign, and the Adobe Creative Suite to design and produce graphics for online and print publications.
- Ensure that online and printed materials reflect the Chamber's mission, brand, messaging, and tone.

CRM Database:

- Utilize the CRM (Salesforce and Pardot) to implement marketing campaigns as it relates to email marketing and social media strategies with the goal to increase membership conversions.
- Utilize data analysis to drive content strategy.
- Work on strategic nurture campaigns.

Marketing:

- Assist in the development and support of public relations, advocacy, social media, marketing campaigns that raise the visibility of the Chamber, create buzz, and enhance member engagement.
- Work with *Senior Director of Marketing & Events* to build long-term social media strategies and campaigns to increase overall engagement and brand awareness.
- Analyze data and trends to strategically target new marketing opportunities and support successful ongoing creative and marketing efforts.
- Implement infrastructure to organize internal marketing requests for external distribution.
- Work with *Senior Director of Marketing & Events* to create marketing packages for selling.

Other Duties as Assigned:

- Assist in the planning and production of the Chamber's live and virtual Signature Events and Programs.
- Attend, staff, and report on Chamber and Chamber-partner programs and events.

Requirements:

- Excellent written and verbal communications skills. Strong ability to produce clear, compelling, and persuasive writing for print and online platforms on a wide range of topics for diverse audiences.
- Demonstrated experience managing website content and social media vehicles, preferably to achieve business, communications, marketing and/or advocacy objectives.
- Proficiency with Constant Contact, WordPress, Microsoft Word, Asana, Slack, Excel, and Outlook.
- Working knowledge of InDesign and the Adobe Creative Suite.
- Salesforce and Pardot experience preferred or similar CRM experience.
- Knowledge of graphics and publications design.

Education & Experience:

Minimum three years of experience in positions with primary responsibilities that include: communications, public relations, editorial/journalism, Website development and content management and/or graphic arts. Bachelor's degree in relevant field (marketing, journalism, communications, public relations) preferred or equivalent experience.

Who we are looking for:

An energetic, organized, responsible, self-starter with a positive attitude who can work with minimal supervision and manage multiple simultaneous projects on short deadlines to deliver high-quality results.

Willingness to support all aspects of the communications department's activities, including some administrative tasks. Must be able to occasionally work flexible hours and travel for meetings.

Compensation

Compensation commensurate with experience. The Chamber also provides a generous benefits package that includes medical, dental, vision, life insurance and 401(k) with employer matching (subject to annual Board of Directors' approval). This position enjoys 10 paid holidays and two floating holidays per year, and up to 10 days paid vacation time on an accrual basis per year (increases after 3 years' employment), and up to 12 days Sick time per year. Hybrid options for in-person/remote work.

Please submit cover letter and resume to: kmercado@sfchamber.com. Subject line should include job title.