

**Chelsea Marketing Steering Committee  
Chelsea Area Chamber of Commerce**

**CITY MARKETING DIRECTOR  
Job Description**

**Supervised By:** Chelsea Marketing Steering Committee  
Chelsea Area Chamber of Commerce

**Supervises:** Outside professional contractors and vendors

**General Summary:**

Under the supervision of the Chelsea Marketing Steering Committee and the support of the Executive Director of the Chelsea Area Chamber of Commerce, creates and manages a comprehensive marketing plan for the industrial, commercial and residential sectors of the entire city. This position enthusiastically and consistently promotes city-wide development through various public relations initiatives; works cooperatively and effectively with local business and property owners and prospective downtown developers. The goal of the city-wide marketing effort and downtown coordination duties is to increase the number of customers from both the local trade area and the greater regional market and position Chelsea as a leading choice for visitors, businesses and residents seeking to relocate. This is a 20-25 hour contract position.

**Essential Job Functions:**

An individual in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties that the individual may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. Create a city-wide marketing and promotion plan; implement the plan upon completion; and oversee the regular updating of the plan. Communicate the plan to Chelsea businesses and related organizations to enlist their support and involvement.
2. Develop on-going public awareness programs through local, regional and multi-state media, including but not limited to, broadcast, electronic, travel trade, and social media, designed to increase consumer awareness of Chelsea.
3. Assist in the promotion of events such as seasonal festivals, concerts, and parades with other organizations located in or involved with the Chelsea area, with the goal of improving the quantity, quality and excitement of events to attract people to Chelsea.
4. Works effectively with volunteers and understands the importance of volunteer involvement, and plays an active role in coordinating and utilizing this importance resource.
5. Coordinate and maintain market research studies needed to establish a clear profile of the existing and potential Chelsea shopper.

6. Prepare the annual marketing budget and oversee the annual implementation of the budget within pre-approved levels.
7. Oversees the development of grant applications as they pertain to projects and programs. Assists with grant administration such as helping with grant reimbursement reports, overseeing compliance with grant requirements, and ensuring quality of work on projects.
8. Gathers, interprets, and prepares data for studies, reports, and recommendations.
9. Work closely with marketing professionals, vendors, media contacts, and other related representatives.

**Desired Knowledge, Skills, Abilities and Qualifications:**

The requirements listed below are representative of the knowledge, skills, abilities and qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

- Education requirements include a Bachelor's degree in marketing, advertising, communications, business or public administration, or related fields. Experience requirements include two years of responsible experience in marketing and/or involvement with traditional small towns. Or, the equivalent combination of education and experience.
- Personable, energetic, and creative individual with experience organizing promotional events, working with volunteer boards, and developing marketing and advertising strategies.
- Ability to plan and implement projects/programs from start to finish.
- Skill and ability to establish and maintain an effective working relationship with property owners, business owners, public officials, the media, and the general public.
- Ability to handle administrative tasks as well as a willingness to participate at special events set-up, oversight, logistics, etc.
- Ability to prepare and monitor budgets.
- Ability to attend meetings and special events scheduled at night, weekends and at other than regular business hours.
- Proficient in operating a personal computer, current state of the art software, and associated equipment as necessary to perform administrative job functions.
- Ability to communicate effectively and present ideas orally and in writing.
- Ability to work effectively under stress and changes in work priorities.
- Maintain a valid Michigan driver's license.

**Physical Demands and Work Environment:**

The physical demands and work environment characteristics described here are representative of those an individual encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the individual is regularly required to talk or hear. The individual frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The individual is occasionally required to stoop, kneel, crouch, or crawl. The individual must occasionally lift and/or move objects of moderate to heavy weight. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

While performing the duties of this job, the individual occasionally works near moving mechanical parts and/or heavy equipment. The individual is occasionally exposed to fumes or airborne particles, toxic or caustic chemicals, and outside weather conditions. The noise level in the work environment is usually moderate.