



**St. Paul Area Chamber
Event Planning and Marketing Specialist**

Job Purpose:

One of the state's largest Chambers of Commerce is seeking a team member to help creatively plan and promote our Chamber opportunities to members and the community!

Do you enjoy making connections that count? Planning events? Spreading the word about them?

We're looking for someone passionate about event planning, marketing & communications who can take the initiative to help creatively plan and promote our programming, which involves 100 events per year for different audiences.

The ideal candidate is creative, detail-oriented and can both work independently and stay connected in collaborating with a team. Join us and enjoy a flexible, forward-thinking environment with the ability to work a hybrid schedule.

Essential Functions:

This role will serve two teams that work closely together and will spend time reporting to both the Vice President of Programming and Member Experience (Events Team) and the Vice President of Marketing.

This position will work collaboratively to achieve the Chamber goals, as well as support [Chamber WorkStream](#) partners we serve.

Primary responsibility areas:

- Events Team: Day-to-day event planning deliverables for the organization's programs, events, and partnership efforts, which could include researching and booking venues, caterers and speakers; creating timelines, scripts and staffing assignments; building event pages, graphics and PowerPoints; printing and packing nametags, signage and other event materials. (60%)
- Marketing Team: Creating and distributing weekly Chamber newsletter and targeted email event invitations; generating content to promote Chamber activities; and creating effective and engaging email marketing campaigns, utilizing reporting tools to monitor the success and adjust based on performance. (30%)
- Chamber Team Member: Attend Chamber events and activities, which occur several times per month; our events are held at various times, primarily in the morning, over lunch or late afternoon/happy hour timeframe. Depending on the applicant, this position may also have the opportunity to lead our Young Professionals Committee, which hosts six fun, interactive events per year. (10%)

Knowledge, Skills, Abilities:

- Demonstrated success and interest in event planning, management, and implementation.
- Ability to work independently and take ownership of areas of work, as well as part of a collaborative team.
- Excellent copywriting, proofreading, and editing skills.
- Strong organizational and project management with strong attention to detail.
- Ability to work under tight deadlines in a fast-paced, collaborative environment.
- Demonstrate personal integrity and sense of responsibility along with a positive work attitude.
- Ability to both accept and offer feedback as part of a team.

- Working knowledge of latest trends and best practices in email marketing and measurement
- Experience in graphic design tools (Canva).
- Strong computer skills including Microsoft 365 (specifically Excel, Outlook, PowerPoint, Teams, and Word), as well as newsletter software such as Constant Contact. Understanding databases is helpful.
- Ability to set and meet deadlines and manage multiple projects with limited supervision
- Intercultural awareness and some experience working with a diverse range of people, and a growth mindset.
- Minimum of three years of professional work experience in event planning and/or marketing.

Equal Opportunity Employer:

The St. Paul Area Chamber is dedicated to diversity in the workplace and our policy is to provide equal employment opportunities to all qualified persons without regard to race, age, color, sex, religion, national origin, disability, veteran status, sexual orientation, gender identity and/or expression or other status protected by law.

Hybrid Work Environment:

The St. Paul Area Chamber currently requires all employees to work in the office two days per week; employees may choose whether to work in the office or from home the other three days of the week. This role will be asked to be on site for in-person events.

Salary and Benefits:

The salary set for this role is \$50,000. The Chamber also offers a standard benefits package to all full-time employees.

Apply!

Please send a resume and cover letter explaining your interest in this role to staci@stpaulchamber.com by January 15, 2024.