



Marketing and Communications Manager Bend, Oregon



Human to Human. We believe business is more than B2B or B2C. The focus of our community and our organization revolves around H2H | Human to Human. Our thriving outdoor mecca of [Bend, Oregon](#), is built on relationships and a cooperative spirit that encourages integrity, unity and entrepreneurship. The [Bend Chamber of Commerce](#) is undergoing a dynamic refresh that will increase its relevance, credibility and service to both the local and regional business community. The Bend Chamber, with its 1,250+ member companies representing more than 24,000+ workers, is looking for a **Marketing and Communications Manager who will help generate growth, diversity and awareness of our new direction.** We have amazing stories to tell about Bend, and need an engaging storyteller to establish our voice and help communicate them authentically and strategically, building trust and enthusiasm within our community for our new-guard chamber. With a unique combination of down-to-earth attitude, sophistication, adventure and community spirit, Bend is a vibrant place to enjoy a fulfilling, well-rounded work and personal life.

You are:

- An experienced marketing guru looking for an opportunity to help define and execute a fresh brand strategy for an established chamber of commerce that is evolving in a profound and impactful way.
- A marketing strategist with a wide lens who objectively observes a broad landscape of factors, opportunities and challenges.
- Both creative and analytical, you know that metrics inform good strategy, support brilliant ideas and help you measure success.
- Collaborative, humble and open when brainstorming new ideas as well as tackling issues in a cohesive team atmosphere.
- Known for understanding complex business concepts and helping others comprehend them by interpreting the noise into clear ideas.
- A leader who is self-disciplined, project-focused, organized and adept at tracking the progress of initiatives to keep them continually moving forward and through completion.
- A gifted communicator who conveys solution-oriented ideas with clarity, succinctness and enthusiasm.
- Flexible and adaptable to shifting priorities and timelines.
- A keen and thoughtful listener who is known for questioning, interpreting and clarifying ideas and issues so they are actionable and come to fruition.
- A finisher who has the unique ability to generate innovative ideas, filter to find the gems and follow through on the implementation and execution of those ideas from conception to completion.
- Curious and resourceful, and enjoy networking to vet best practices and opportunities for fresh strategies and programs.



Fast-forward one year from today:

- You have collaborated with the team to develop and implement an innovative, fresh and strategic brand for the Bend Chamber that is resonating with current and future members.
- The comprehensive marketing plan you have created and put into action has directly resulted in increased membership, both by attracting new members as well as improving the retention of existing ones.
- You are a valuable resource for people both internally and externally who rely on your practical, analytical and thoughtful feedback as well as your creativity and marketing expertise.
- The initiatives of your marketing plan, including public relations and social media strategies, are delivering a steady stream of meaningful content that resonates with our stakeholders due to its relevance, authenticity and helpfulness.
- Traffic and engagement with the chamber's website, social media channels and print collateral is at an all-time high.
- Your knack for spotting trends and engagement with emerging industries and the new economy workforce has directly increased revenue, membership, and most importantly, credibility for our chamber.
- Because of our fresh approach, small businesses are contacting us for our support, expertise and the value-driven deliverables they receive with their membership.
- We are increasingly recognized for our advocacy and support of businesses of all sizes, in all industries, whether traditional or niche, because of your efforts to engage the media and the local community.

Are you ready for an incredible opportunity with the Chamber of Commerce in one of America's most dynamic and entrepreneurial towns? You have:

- At least 3-5 years of marketing experience.
- Bachelor's degree or equivalent experience.
- Proven success developing, implementing and measuring marketing strategies that align with the goals of a business or organization.
- Proficiency with Microsoft Office (Word, Excel, Outlook, PowerPoint), Creative Suite and WordPress.
- Exceptional communication skills, both written and verbal.
- An understanding of the dynamics of working with a board of directors and their roles within the organization.
- Proven success developing a brand and its strategy that delivered impactful, measurable results.
- H2H experience, and B2B experience.
- Experience interpreting various analytics including web, social media and satisfaction survey data.
- Abstract reasoning ability capable of understanding complex issues.
- Cutting-edge knowledge of current marketing trends and best practices.

Resume to: sandy@bendchamber.org

