



Green Lake Area Chamber of Commerce

Director of Marketing

Job Title: Director of Marketing

Location: 550 Mill Street, Green Lake, WI 54941

Wage: Exempt, full-time position, salary based on experience

Would you like to work in a charming and beautiful lake community? The Green Lake Area Chamber of Commerce (GLACC) seeks a friendly, motivated, and creative individual to fill our available position. This candidate will be responsible for marketing the Green Lake Area Chamber of Commerce tourism brand on social media platforms, graphic design, and implementing and managing marketing campaigns. Candidates must be a team player, possess outstanding interpersonal and verbal communication skills, and be highly organized.

Graphic Design - Design and implement brand marketing materials to promote tourism and business prosperity in the Green Lake area.

- Design all marketing materials for GLACC events: registration forms, flyers, applications, posters, signage, ads, etc.
- Design and publish the weekly Visitor e-Newsletter
- Assist with the layout and design of the Official Green Lake Destination Guide
- Be responsible for creation and placement of marketing campaigns via social media, print, radio, television, and other digital platforms
- Design all other marketing materials as necessary

Social Media/Digital Management - Maintain and cultivate the chamber's social media presence.

- Responsibilities include envisioning and composing social media and other digital media content to stay consistent with GLACC's overall brand.
- Create content for social media including text, photos, and video (bonus for experience with short-form video)
- Maintain and oversee an ongoing content calendar for each social media portfolio
- Conduct ongoing analyses from social media insights to identify challenges, find trends, and make sound recommendations
- Manage all content on social media by responding to all inquiries and finding user-generated content.
- Keep the visitor and community at the top of mind to enhance the brand's overall performance on social media
- Interface with professional marketing services to acquire assets, video, photography, etc.
- Maintain visitgreenlake.com and keep current in WordPress with website trends and GA4 reporting.

Event Management - Execute all marketing efforts for GLACC events.

- Assist with the planning and implementation of Chamber signature events
- Setup and manage all GLACC online event registrations through ChamberMaster
- Capture photographs at Chamber events for online use and for future promotional/marketing efforts
- Be the point person for distributing and delivering marketing materials for GLACC events to media contacts in the state and throughout the Green Lake Area
- Write press releases for events and distribute them to the appropriate marketing channels

Operations

- Assist with managing the Chamber membership database (ChamberMaster -CRM software)
- Attend monthly board meetings
- Assist with greeting walk-ins and answering phones
- Communicate clearly and effectively with visitors and the community

Requirements & Abilities

- Associate or bachelor's degree in marketing, journalism, communications, advertising, event planning, or 4 years of experience in a related field
- Proficient in Microsoft Office Word, Excel, Google Docs, Dropbox, Constant Contact, and all social media platforms
- Training and experience with design software (one or more), Photoshop, Illustrator, InDesign, or Canva is required
- Knowledge of the community is highly recommended, along with volunteerism and participation in community functions
- Valid driver's license and ability to lift 50 pounds

To Apply:

Please submit a resume and cover letter to GLACC, PO Box 337, Green Lake, WI 54941. Or e-mail Lisa Meier at lisa@visitgreenlake.com