



## Job Description: Marketing & Events Coordinator

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**Employment Classification & Job Status:** Exempt & At Will

**Reports To:** Senior Director, Investor Engagement

**Position Overview:** The Investor Engagement Coordinator is a full-time role that works directly with the Senior Director of Investor Engagement and other staff members to plan and execute the Chamber's program of work. This position also supports the Chamber's communications strategy by creating and managing content across social media, email, and other digital channels.

### DUTIES & RESPONSIBILITIES:

- Assists with planning, coordination and execution of signature Chamber events and programs ensuring all budget requirements, communications and quality standards set are met.
- Supports all aspects of Ribbon Cutting and Groundbreakings including correspondence and event execution
- Supports primary team member with planning, coordination, execution and marketing of the following programs & events as needed: Chamber Annual Meeting, Access Connections Networking Events, ROAR Women's Symposium, Golf Tournament, Leadership Alamance, Community Leaders' Retreat, Economic Summit, and other events as directed by the Senior Director of Investor Engagement.
- Supports staff with development of event and program collateral materials including but not limited to nametags, program design, signage, presentations, etc.
- Responsible for development and scheduling of digital newsletter and other digital communications to Chamber Investors.
- Coordinates and enhances social media presence to promote the Chamber, our investors and partners. Maintains and updates Chamber website content as needed.
- Assists with the development, updating, execution and distribution of materials published by the Chamber. Supports development of marketing collateral copy, publications, and coordination of blog posts in collaboration with staff.
- Attends conferences, training, and events as directed by the Senior Director, Investor Engagement.
- Responsible for attending any committee and planning meetings as well as any project(s) assigned by Senior Director, Investor Engagement.
- Independent coverage of front desk operations as needed.
- All other duties as assigned.

### PREFERRED QUALIFICATIONS:

- Associates degree or 2+ years of relevant work experience
- Knowledge of marketing software such as Canva, Illustrator and other Adobe Creative Suite programs
- Experience with Microsoft Office (Word, Excel, Powerpoint)
- Ability to communicate effectively, both written and verbal
- Full understanding of the following social media platforms: Facebook, Instagram, LinkedIn, Twitter
- Valid driver's license
- Willing and able to work occasional evenings based on office demands and event schedule
- Ability to lift and carry 25 pounds

**Evaluation:** Annual performance review by Senior Director, Investor Engagement. Evaluated against goals and objectives set forth in program of work.

**Updated December 19, 2025**