



Communications Coordinator Job Posting Full-Time Position in Fort Collins, CO

The Fort Collins Area Chamber of Commerce is seeking a Communications Coordinator to join its collaborative, dynamic and innovative team. This position will provide a unique opportunity to drive and communicate community-wide/regional strategic initiatives developed by the Chamber.

The Fort Collins Area Chamber is a local association of businesses and organizations that care about the region's future. We believe successful businesses make a strong local economy, which enables our community to afford an excellent quality of life. We build our region's future through business. We serve as a Catalyst for business growth, a Convener of leaders and influencers and a Champion for a thriving, balanced, diversified, and resilient economy. We are a 5-star accredited chamber of commerce in Colorado, which places us in the Top 1% of all U.S. chambers.

Northern Colorado Prospers 2.0 is our five-year, catalytic initiative for regional economic growth. This position will be keenly focused on communicating with our members and the larger community the work of the chamber related to the following goals, alongside the Vice President for Strategic Initiatives:

- ReIgnite and Rebuild Our Economy
- Attract, Retain, and Align Talent
- Finish Widening North I-25 and Improve Key Regional Feeder Roads
- Advance a Business-Friendly Environment

Additionally, this position develops and supervises all publicity, media relations, social media, and communications of the Chamber with the goal of advancing the organization's agenda by communicating accurate and timely information to members, the public and other key stakeholders in a manner which maintains and enhances the image of the organization.

Desired Skills and Abilities:

We are seeking applicants that are flexible, progressive thinkers who actively seek opportunities and solutions. We are looking for applicants with demonstrated exceptional attention to detail, unwavering integrity, and an extraordinary commitment to the community. Applicants should have both an aptitude for, and ability to,

effectively utilize technology tools and services which allow our team to operate in a highly efficient environment. The desired employee must be a champion for business, be personable, energetic, engaging, polished and have the knowledge and ability to interact with and build relationships and solutions with business, community, and government leaders.

Qualifications:

- Bachelor's degree preferred.
- At least two years of full-time, relevant work experience.
- Experience collaborating with co-workers, volunteers, and committees.
- Ability to deal effectively with the public in a professional manner.
- Excellent self-management and organizational skills; ability to manage multiple tasks simultaneously.
- Excellent written, verbal, and interpersonal communication skills including experience with Microsoft PowerPoint, Word, Publisher and Excel, experience with Design Software (InDesign and Photoshop preferred).
- Journalism and marketing experience helpful including layout and design skills and public relations.

Compensation:

\$45,000-\$60,000 (based on education, experience, and tenure with the organization)

Benefits Included:

Paid time off, 11 paid holidays, 401K contribution, medical insurance, health savings account plan, vision insurance, short- and long-term disability insurance and life insurance.

Applications:

Applicants should submit a cover letter and resume to Fort Collins Area Chamber [Vice President for Strategic Initiatives Yvonne Myers](#) at ymyers@fcchamber.org by September 25, 2023 for consideration.

The Fort Collins Area Chamber of Commerce is an Equal Opportunity Employer and actively recruits, selects, and promotes qualified employees, broadly representative the community served and administers its personnel practices without discrimination. Discrimination on the basis of gender, gender identity/expression, race, color, religion, creed, national origin, ancestry, age, marital status, sex (including pregnancy, childbirth, and related medical conditions), disability, sexual orientation, genetic information, or other characteristics protected by law are prohibited.



FORT COLLINS AREA CHAMBER OF COMMERCE

Position Description: Communications Coordinator

Overall Responsibility

The Communications Coordinator develops and supervises all publicity, media relations, social media, and communications of the Chamber with the goal of advancing the organization's agenda by communicating accurate and timely information to members, the public and other key stakeholders in a manner that maintains and enhances the image of the organization.

Detailed Duties

Issues Advocacy and Lobbying

A key role of the Chamber is to advocate for a strong local economy that allows the community to afford great quality of life amenities. To that end, the Chamber advocates key policy ideas and lobbies on specific legislation, policies and regulations.

Supporting Goal: Provide messaging support to help the Chamber achieve its advocacy and lobbying goals.

1. Create and guide a public relations communications plan for sharing pro-business messages with the general public.
2. Proactively work to place advocacy messages with the media and the membership. This includes general pro-business messages as well as showcasing the successful work of the Chamber related to advocacy efforts.
3. Proofread and edit background papers, letters being sent to public officials.
4. Draft testimony as assigned.

Member Communications, Relations and Events

As a membership-based organization, the service to members is central to the Chamber's ongoing success. Timely, appropriate, and informative communication with members is important to our service to members and to securing their continued participation and support. A key means by which we directly provide service to members and communicate value and key impressions is through events.

Supporting Goal: Implement communications to members to keep them informed of key happenings at the chamber, including supporting events-related communications.

1. Develop and implement an annual and monthly editorial calendar for the Chamber for communications, publications production, social media and events promotion.
2. Provide counsel to the membership department on membership messaging and collateral materials.
3. Work to create and execute communication plans to promote Chamber events with the membership and the general public.

External and Media Relations

The Chamber has both internal (members) and external audiences. To be effective in fulfilling its mission and accomplishing its goals, it is imperative that good relations are maintained with the news media and accurate information is communicated clearly to the public in a timely and appropriate manner.

Supporting Goal: Maintain a positive image of the Chamber with the news media and public.

1. Manage the proactive and reactive messaging of the Chamber with media partners.
2. Field media inquiries and coordinate responses with assigned Chamber spokespeople.
3. Proactively work to place story ideas with the media regarding the Chamber, member businesses, the business community and Fort Collins in general.
4. Maintain a current media contact list and keep "Media Guide" current.

Public Relations

The public image of the organization is incredibly important to its success. This position interacts with that public image on a daily basis.

Supporting Goal: Keep track of public events and discuss possible coverage with the management staff on a weekly basis and when appropriate, represent the Chamber at external events.

Publications, Websites and Social Media

Publications, social media and websites are significant ways in which the Chamber communicates its messages and brand. They need to be accurate, current and reflect the brand.

Supporting Goal: Develop communication assets, specifically social media, websites and print and electronic publications, which foster and maintain awareness of the Chamber's mission, policies and programs by members, the general public and other key identified stakeholders.

1. Build engagement on the Chamber's social media pages including X (Twitter), Facebook, Instagram and LinkedIn and help implement social media strategies and plans that advance the organization's strategic goals.
2. Gather and analyze social media and e-communication data to present to Chamber management.
3. Manage the administration of the Chamber's websites in a way that ensures that the Chamber is professionally and appropriately represented.
4. Ensure that all general/editorial information is complete and correct and that all features are working. Ensure that content can be readily updated by staff and that all content is current.
5. Develop and implement programs/tools/techniques that will drive an increased amount of traffic to the site, ensuring that the site is highly visible within the Fort Collins community and is properly positioned at or near the top of all web searches for Fort Collins.
6. Track advertising terms and payments of web site advertisers. See that their ads are properly developed and placed, work with the Membership Manager to see that they are properly invoiced and collect delinquent accounts.
7. Coordinate the general development of Chamber publications including publication Request for Proposals, bid process, layout/design, writing, proofing, production and printing.
8. Write and/or oversee the writing and distribution of Chamber press releases.
9. Coordinate Chamber messaging and internal and external advertising.
10. Coordinate weekly production and delivery of Chamber's electronic newsletters.

11. Assure adequate communication of Chamber activities (i.e., policy positions approved by the Board of Directors, new member benefits, website representation) to the membership, community, media, and elected officials.
12. Coordinate other publications and/or projects as assigned.

Northern Colorado Prospers 2.0

This 5-year key strategic initiative is at the heart of the Chamber's plan of work. The quality of the materials and communications associated with NCP will go a long way in determining the ongoing financial support of investors.

Supporting Goal: Help Chamber leaders implement the Investor Relations Plan by coordinating and producing materials to communicate directly with NCP investors and the larger business community including production of Northern Colorado Prospers Quarterly Progress Publication, Northern Colorado Prospers Annual Report, In the Know Emails and Breaking News Press Conferences.

Moving Fort Collins Forward!

Supporting Goal: Assist fellow staff members in the design and production of the annual Moving Fort Collins Forward, including serving as a team liaison.

Team Support

Supporting Goal: Assist fellow staff members as necessary to ensure the efficient and effective operation of the Chamber office.

1. Participate as an active member of the Chamber staff which is a positive and dynamic team dedicated to exceeding customer expectations.
2. Answer phone calls and assist with walk-in traffic and events as needed.

Other Duties

There will be other activities and/or projects as assigned by the President & CEO and the Vice President for Strategic Initiatives.

Accountability and Job Location

The Communications Coordinator will be directly accountable to the Vice President of Strategic Initiatives. S/he works from the Chamber's headquarters building at 225 South Meldrum in Fort Collins CO.

Special Requirements:

- Bachelor's degree preferred.
- At least two years of full-time, relevant work experience.
- Experience collaborating with volunteers and committees.
- Ability to deal effectively with the public in a professional manner.
- Excellent self-management and organizational skills; ability to manage multiple tasks simultaneously.
- Excellent written, verbal, and interpersonal communication skills including experience with Microsoft PowerPoint, Word, Publisher and Excel, experience with Design Software (InDesign and Photoshop preferred).
- Journalism and marketing experience helpful including layout and design skills, as well as public relations talents.

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