



**MICHIGAN
CHAMBER**

PROTECT. CONNECT. **STRENGTHEN.**

JOB POSTING/TITLE: Content Marketing Manager

SUMMARY

The Michigan Chamber of Commerce is searching for a content marketing manager to serve as lead strategist and writer on marketing and communications efforts for products, services, events, and other initiatives. This is a position that works across many different teams to help each meet goals and objectives.

Join our growing marketing and communications team focused on helping protect, connect and strengthen Michigan businesses. Enjoy a flexible, inclusive work environment, competitive benefits and a team working on big issues and committed to excellence.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Develop marketing plans and ideas with specific goals and objectives for deployment across multiple communications channels.
- Build and write engaging content for signature events, trainings and seminars, products and services, and membership initiatives.
- Create effective, tailored content for the MiChamber.com website, social media platforms and e-newsletters.
- Manage email, performance marketing and web strategies to design, test and evolve tactics that convert into engagement.
- Conduct market analysis and identify and analyze customer insights, trends and marketing and communications best practices to build successful strategies.

REQUIRED SKILLS/EXPERIENCE

- Strong writing skills across platforms.
- Digital/social media savvy across leading and emerging platforms.
- Attention to detail.
- Ability to work independently and with others in teams.
- Ability to multi-task and manage projects in a fast-paced environment.
- Positive, can-do customer service attitude.

OTHER QUALIFICATIONS

Education: Bachelor's degree from a four-year college, at least 3-5 years related work experience and training, or equivalent combination of education and experience including event planning or trade association experience, as well as strong computer and digital media literacy.

Eligible candidates will be a core value fit and have a commitment to excellence, champion free enterprise, be an exceptional team player, be member focused, and results driven.

HOW TO APPLY

1. Submit a cover letter and current resume with all relevant work, education and/or volunteer experience to Sara Wurfel, Chief Communications & Marketing Officer, at swurfel@michamber.com.
2. Share a minimum of two writing samples that showcase something you're most proud of, a range of your work or that demonstrate your writing prowess. Examples include a news release, blog post, website page or content, multiple social posts, a white paper, a past marketing communications plan, etc.