



## **Event & Social Media Coordinator**

Are you a creative, community-driven individual who loves crafting engaging events and content that brings people together? The Howell Area Chamber of Commerce is searching for a dynamic Event & Social Media Coordinator! This role will amplify our mission to support local businesses, foster partnerships, and build a vibrant, connected community. At the Chamber, we believe in collaboration, creativity, and being authentically engaged in everything we do.

### **Our Core Values**

1. We're all in this together –our members, community and each other is at the heart of everything we do.
2. Creativity & Adaptability – We thrive on new ideas and remain nimble to meet ever-changing needs.
3. Authentically Curious – We're passionate about learning and understanding how we can better support our members and visitors.
4. Hustle Together– We work hard and have fun doing it, knowing teamwork and dedication drive our success.
5. Respectfully Honest – We communicate openly and respectfully, building trust with our members and each other.

### **Position Overview**

As the Event & Social Media Coordinator, you'll design, promote, and execute events that support and celebrate our members. Through innovative social media campaigns and engaging event experiences, you'll bring the Chamber's mission to life, fostering growth and connection within the Howell community. This role is ideal for a strategic thinker who thrives in a fast-paced environment and has a passion for community engagement.

### **Key Responsibilities**

#### **Event Coordination**

- Plan & Execute Events: Coordinate and manage all event logistics, from planning to post-event wrap-up, for events like Balloonfest, Farmer's Market, Networking at Night (N@N), and more. Oversee communication and administrative support for all committees.
- Vendor & Sponsor Engagement: Build strong relationships with vendors, sponsors, and partners, ensuring all event participants feel valued and involved.
- Event Marketing: Collaborate with the Chamber team to create event marketing strategies, including event listings, press releases, and promotions, to boost attendance and visibility.
- Event Support: Provide on-site event support, including setup, registration, and attendee engagement, embodying our core value of \*hustling together\* for a successful event.

### Social Media, Communications & Content Creation

- Social Media Strategy: Develop a social media calendar to promote events, engage the community, and highlight member businesses, staying true to the Chamber's mission of connection and support.
- Content Creation: Create original, engaging posts, videos, and stories to share on our social channels, focusing on community engagement, local business highlights (Meet the Member Monday and Friday Member Focus coordination), storytelling, and event promotions.
- Community Interaction: Respond to comments and messages on social media in a friendly, professional manner, fostering a sense of community and maintaining open lines of communication.
- Analytics & Reporting: Track and analyze social media performance, providing insights and adjusting strategies to better engage and serve our audience.
- E-newsletters: Manage e-newsletters and updates each week with an emphasis on storytelling. Keeping content compelling to members so they're engaged in upcoming events and happenings.

### **Who You Are**

You're enthusiastic, creative, and passionate about connecting people. You understand the power of a well-planned event and a strong social media presence to bring people together and strengthen community bonds. Organized and detail-oriented, you're ready to bring your energy, creativity, and adaptability to every event and social media post, living out our values of creativity, curiosity, and respectful honesty in every interaction.

## **Why You'll Love Working Here**

Joining the Howell Area Chamber of Commerce means being part of a team that values community, creativity, and honest connections. Here, you'll find a place to grow, make a difference, and contribute to a legacy that makes Howell and the greater Livingston County area a stronger community for all. Our culture fosters autonomy, leadership, and flexibility.

If you're ready to bring your skills and your heart to a role where you can see the impact of your work daily, we'd love to meet you!