



BJCC Committee - Marketing Chair

Purpose

The marketing chair supports the chamber to attract and retain an audience for the BJCC. Marketing works with all other key areas to demonstrate the value of the BJCC through high-quality messaging, and delivery of stand-alone content to strengthen our brand loyalty and ultimately drive membership to the chamber.

Key Accountabilities

Brand and marketing strategy

- Custodian of the BJCC brand, ensuring all communication aligns with the brand tone and image
- Identify and mitigate reputational risks, ensuring all risks are addressed at a Committee level
- Provide strategic marketing advice to the Committee on all matters relating to BJCC
- Prepare strategic marketing campaigns for BJCC initiatives that leverage BJCC channels. Position BJCC as a fun and engaging brand within the young professional network.
- Designing and implementing social media strategy to align with Chamber goals as well as new features to develop brand awareness, such as promotions and competitions
- Develop all marketing material for BJCC activities including, but not limited to, BJCC events, membership and advocacy initiatives, and ongoing campaigns.
- Oversee social media accounts and the communication with stakeholders through these
- Email campaigns and newsletters on GlueUp
- Regularly report on marketing activity to help understand market needs
- Manage the filing of marketing communications in the marketing channel and ensure all files are saved in the marketing drive.
- Creating graphics on Canva

Ambassador

- Support with the Ambassador program, including, selection, onboarding and offboarding Ambassadors
- Regularly engage with the marketing Ambassadors, including work flow and WIP meetings as required
- Lead Ambassadors who are assigned to marketing projects

Committee

- Work with the broader Committee to establish an event schedule that provides networking and growth opportunities for members
- Regularly attend the BJCC Committee meetings and provide marketing updates to the broader Committee
- Deliver a monthly report on all Marketing activities and results