

Position Description:**Terms:** Full Time / Exempt**Department:** Marketing and Communications**Location:** 300 N Broadway, Ste 3A**Reports To:** Vice President of Marketing and Member Engagement

The Director of Marketing and Communications serves as a strategic leader responsible for advancing the Greater Green Bay Chamber brand, voice, and public reputation. This role provides vision, direction, and oversight for the Chamber's marketing, communications, and public relations functions while directly leading and developing a team of three professionals responsible for creative content, design, digital communications, and brand execution. The Director is responsible for developing and executing integrated marketing and communications strategies that support the Chamber's mission, strategic priorities, advocacy efforts, membership growth, programs, events, and regional impact. Acting as the Chamber's lead storyteller, communications strategist, and media liaison, this individual ensures all messaging is clear, compelling, and aligned across digital, print, video, social media, executive communications, and public-facing platforms.

This role leads proactive media relations efforts, cultivates strong relationships with journalists and community stakeholders, identifies high-value storytelling opportunities, and positions the Chamber as the leading voice on business, workforce, and economic development in the region. The Director also serves as a trusted advisor to executive leadership on messaging, reputation management, and crisis communications, while developing speeches, presentations, thought leadership content, and other high-visibility communications. In addition, the Director oversees production of key Chamber publications, marketing collateral, campaigns, and branded materials, while fostering strong cross-functional collaboration across membership, events, economic development, talent and education and leadership teams. The ideal candidate is a strategic and people-centered leader who can build high-performing teams, translate complex priorities into compelling narratives, and drive measurable engagement, visibility, and impact for the Chamber and the broader business community.

Primary Responsibilities:

- Provide leadership and oversight to the Marketing team, including direct supervision of the Creative Content Manager, Design Manager, and Digital Content Manager.
- Develop and execute integrated marketing and communications strategies that advance Chamber programs, events, thought leadership and organizational goals.
- Serve as steward of the Chamber brand, ensuring consistent tone, voice, messaging, and visual identity across all internal and external communications.

- Build strong collaborative relationships across all Chamber departments, serving as a strategic partner to support organizational priorities and ensure marketing, communications, and messaging needs are effectively advanced across every team.
- Act as senior communications advisor to executive leadership on public positioning, reputation management, media relations, and crisis communications.
- Lead all public relations and media efforts, including story development, press outreach, journalist relationships, interview preparation, and serving as the Chamber's primary media contact.
- Translate complex economic development initiatives and business priorities into clear, compelling, audience-focused messaging.
- Partner with Chamber leadership to develop speeches, talking points, presentations, executive correspondence, and thought leadership content.
- Serve as lead writer/editor for high-visibility communications including press releases, op-eds, statements, feature stories, scripts, and leadership messaging.
- Develop storytelling strategies that highlight Chamber impact, member success stories, and key regional initiatives.
- Oversee production of the Chamber's quarterly *Collective Impact* magazine, including editorial planning, contributor outreach, content development, design coordination, and vendor management.
- Oversee production of Chamber marketing collateral from concept through completion, including budgeting, writing, editing, design, vendor coordination, and print production.
- Create and manage annual communications plans, editorial calendars, and campaign timelines aligned with key priorities and audiences.
- Measure communications effectiveness using analytics, media metrics, and performance data to drive continuous improvement.
- Collaborate cross-functionally with all teams to ensure cohesive and integrated messaging

Education, Experience & Qualifications:

- Bachelor's degree in communications, journalism, public relations, or related field and/or 3 years of progressive experience in strategic communications, media relations, journalism, or public relations.
- Demonstrated success securing media coverage and managing proactive public relations campaigns.
- Exceptional writing and storytelling ability with experience crafting executive-level communications.
- Experience serving as a brand voice or communications lead for an organization.
- Strong strategic judgment and ability to manage sensitive or high-profile issues.
- Prior leadership experience a plus.