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**Hastings Area Chamber of Commerce/HEDC**  
**Director of Marketing and Promotions**

**Summary:**

The Director of Marketing and Promotions will direct all functions related to marketing for the organizations, membership, and community initiatives. This position will focus on growing commerce, membership, and businesses in the Hastings area through marketing initiatives to various audiences. The successful individual will use their skills and experience to advance the mission, goals, and objectives of the Chamber and HEDC by implementing campaigns, publications, and special events to bring attention to Hastings and the work of the organizations.

**Essential Duties and Responsibilities:**

To effectively manage and facilitate all marketing activity of the Chamber and HEDC, this person will be responsible for:

- Promotional campaigns across various media and audiences
- Publications for revenue generation
- Management of all content of the Chamber/HEDC, including websites, print materials and e-mail campaigns
- Management of the Retail Committee and all related functions
- Strategic marketing recommendations to leadership, along with budgets
- Tracking measuring analytics related to campaigns and marketing investments
- Progress/success with campaigns across various data sources
- Attending and providing assistance with all events of the Chamber and HEDC

**Qualifications:**

To perform this position successfully, this individual must be goal-oriented and a visionary thinker. The ability to put ideas into action is critical, while managing budgetary limitations. This individual must have excellent computer, communication and analytical skills and the ability to lead individual and team projects and programs. While daily functioning is task oriented, this individual should be able to see and articulate the bigger picture with the ability to find unique approaches to marketing, events, etc. The position will regularly be requiring lifting 15 pounds, and occasionally up to 50 pounds. Must be willing to attend professional training opportunities and have a valid, current driver's license. This position will require occasional night and weekend work, with overnight travel on occasion.

**Education and/or Experience:**

Associate's degree (A.A.) or equivalent experience is required.

The requirements listed are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.



**Wage Range**

Full Time - \$23.00-\$26.00/hr (based on experience)

**Benefits:**

Vacation, Sick Time, and Retirement

**Apply:**

Email cover letter, resume, and employment application form to Shannon Landauer - [slandauer@hastings-ne.com](mailto:slandauer@hastings-ne.com). Applications are due at 5:00 PM, Friday, March 20<sup>th</sup>.