



The Indy Chamber's mission is to drive economic growth in Central Indiana by bringing job and investment opportunities to the region, advocating for a pro-growth business climate, and connecting businesses to resources and each other.

Greater Indianapolis Chamber of Commerce		Job Expectations
Title	Event Marketing Manager	Exempt
Reports to	Director of Communications	Date last revised: 08/23/21
Supervises	N/A	
Summary	Through the work of advocacy, economic development, and membership, the Indy Chamber has a wealth of event planning and convening needs. In this role, the event marketing manager will be asked to collaborate with various internal and external teams to support events hosted by the Indy Chamber and our partners. This role will support strategic planning, integrated marketing, implementation, and measurement specific to event happenings for various stakeholders.	
Evaluation of performance	Performance will be evaluated based on meeting the requirements of the job description; meeting specific goals and performance metrics for the position; working according to all policies and standards set by the Chamber; and consistently demonstrating established Chamber values.	
Performance metrics	Performance metrics for this position will be established annually based on the key responsibilities for the position.	
Key responsibilities	<ul style="list-style-type: none"> ● Provides strategic direction, project management leadership, and outreach activities to drive event registration and attendance. ● Identifies, strengthens, and maintains strategic relationships with internal and external stakeholders in accordance with Indy Chamber's key initiatives. ● Serves as a tactical implementer, trusted resource, and strategic link between the Indy Chamber's events team and the marketing and communications team. Nurtures relationships across the Indy Chamber to support internal teams as well as external stakeholders relevant to those specific projects. ● Demonstrates the utmost professionalism and strengthens relationships between the organization, sponsors, and the community to support the Indy Chamber's vision, reach, and impact. ● Maintains an active awareness and knowledge of community issues to better connect, amplify, and promote the value of Indy Chamber events. ● Implements the Indy Chamber's event marketing workstream to ensure accuracy, efficiency, and excellence. ● Oversees work planning and exemplary communication with and on behalf of the Indy Chamber's event team. ● Develop strategic and consistent communication and feedback mechanisms to ensure the Indy Chamber can align, mobilize, and report on strategic initiatives to our city, stakeholders, and business community. 	



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<p>Critical skills, knowledge, and behaviors</p>	<p>This position requires a wide understanding of and demonstrated success in event planning, event marketing, and communication—particularly in the context of membership, overarching brand management, and stakeholder engagement. An ideal candidate will have demonstrated skills in communications, marketing, and developing collaborative partnerships. This position also requires experience in Adobe Creative Suite, specifically with experience working in InDesign.</p> <p>In addition to the required knowledge, skills, and abilities above, the following is a list of KSA’s for the event marketing manager:</p> <ul style="list-style-type: none"> • Demonstrates effective verbal, written, and e-mail communication skills. • Demonstrates effective planning and the ability to derive actionable tactics to drive outreach and impact. • Demonstrates effective interpersonal skills; must be able to effectively communicate with a variety of individuals with diverse backgrounds, education, economic levels, and roles within an organization. • Demonstrates strong presentation skills—can facilitate both large and small group presentations aimed at introducing new content and educating attendees with diverse backgrounds, education, economic levels, and roles within an organization. • Demonstrates attention to details. • Able to negotiate with and influence others. • Demonstrates customer service orientation with both internal and external stakeholders. • Able to think logically and analytically. • Proactive in anticipating and alerting others to problems with projects, processes, and timelines. • High detail orientation and accuracy. • Takes initiative and needs little supervision. • Able to prioritize, organize tasks and time, and follow up. • Performs responsibilities efficiently and timely. • Able to juggle multiple requests and meet multiple deadlines. • Works well in a team environment and as part of a team. • Proficient in basic computer skills, i.e. Microsoft Word, Excel, Internet usage (e-mail), and Adobe Creative Suite.
<p>Experience, education, degrees, licenses</p>	<p>The ideal candidate will have a bachelor’s degree in communication, journalism, or public relations. The ideal candidate will have 3-5+ years of experience and will demonstrate the</p>



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	ability to lead event marketing efforts for large events, implement multifaceted event marketing plans, design event marketing materials, and interact with various stakeholders.
Physical demands	Must be able to work proficiently with computers and other office equipment. Travel approximately 50% to member locations, Statehouse, City offices, Chamber sponsored events and meetings.
Work environment	Work is performed in an office environment. Daily work is generally performed in an office environment either at the Chamber or at a member location. Work is often conducted before, during, and after traditional business hours (i.e. 8-5). Events are generally held at the office or a public location.
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EEOC	<p>The Indy Chamber is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.</p> <p>This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. [Company Name] makes hiring decisions based solely on qualifications, merit, and business needs at the time.</p>