

JOB DESCRIPTION: Website Enhancement and Marketing

RELATED MAJORS: Business, Marketing

REPORTS TO: Marketing Director

STATUS: Spring 2019, 4-6 hours weekly

QUALIFICATIONS:

SKILLS:

- Ability to prioritize workload and frequently adjust to interruptions and changing priorities
- Organize and initiate work with limited supervision
- Excellent customer service skills
- Excellent oral and written communication skills
- Accurate data analysis skills
- Accurate typing, data entry, and word processing skills
- Familiarity with Google, Word, and file management
- Ability to meet deadlines
- Ability to work will with public, staff and volunteers
- Professional telephone manner, clear speech, and good hearing
- Ability to communicate clearly and effectively

RESPONSIBILITIES:

- A. Marketing – Website Updates
 - a. Use Weblink and Weebly to update the Chamber’s website on an ongoing basis
 - b. Create a step-by-step guide or Standard Operating Procedure (SOP) for updating the Chamber’s website
 - c. Adding/Removing/Enhancing current website pages
- B. Member outreach – website enhancement
 - a. Review Member Directory and decide which members’ photos should be used on the site’s pages
 - b. Contact members for location information, photos, and any other information to help promote on website pages
- C. Networking
 - a. Attend networking events - at least 2 mixers or coffees during internship semester
 - b. Post-event report to staff - who did you meet, what did you learn?



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EXPERIENCE TO GAIN:

- Greeting tourists and providing them with information about the area - promoting our members
- Networking with chamber members and local business owners in a professional setting
- Learn how our business tracks and enhances membership
- Learn how different types of businesses market themselves
- Google docs, Google sheets, and DropBox
- Reporting to supervisors and creating goals and SOP's for future use
- Learn day-to-day business operations and procedures