

## FULL TIME POSITION – Marketing and Communication Manager

French-American Chamber of Commerce – Houston

*English Fluent speaker / Authorised to work in the US*



### Who are we?

The French-American Chamber of Commerce (FACC) is a non-profit organization. Our mission is to foster strong economic relations among French and American enterprises in Houston, through learning, networking & trade services.

The FACC Houston is part of a national network of 22 FACC institutions in the US. It is also a member of international network of French Chamber of Commerce present in over 85 countries.

We are evolving rapidly and hope to continue growing in the next few months. The current executive team is small but nimble. However, the team receives the active support of a President, and from the Board of Directors. The latter counts 20 Directors who are highly regarded in the French American Business Community of Houston. The Board designs the strategy of the FACC and provide ongoing support to the team.

### What is your role?

#### *Position summary:*

The primary responsibility of the communication and marketing manager is to grow the FACC Houston's outreach. We are looking for a manager that will develop and execute strategies to improve the visibility of our current services and grow our membership database.

#### *Key tasks & responsibilities:*

##### 1. Membership and Marketing

- Brainstorm innovative growth strategies to attract new members
- Leverage existing relationships with members
- Create and cultivate relationship with key business partners
- Maintain a keen understanding of industry trends affecting our members and partners
- Build relationships with relevant media

##### 2. PR and communication

- Create, organize and manage events (high-level networking, workshops, conferences, fundraiser, happy hours...)
- Plan and execute all web, SEO/SEM, marketing database, email, social media
  - Website: improve and manage the chamber's website content
  - E-Media: mailing list, weekly newsletters, videos...
  - Social Media: manage our Facebook and Twitter feed
- Support the team by creating communication tools and content for their business needs
- Develop metrics that will indicate measures of performance

## What are we looking for?

- BS/MS degree in marketing or a related field
- Proven ability to build communication strategies for fast growing organization
- Up-to-date knowledge with latest trends and marketing & communication best practices
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, and social media
- Entrepreneurial mindset
- Excellent communication and interpersonal skills
- Flexibility to work evening shifts if required
- Fluent in English
- Fluent in French desirable

## What we offer?

This is a unique opportunity to join a dynamic and international team in a growing environment. We offer a full time position with a salary commensurate to experience. We are looking for someone starting around May 15th

If this sounds like you please submit your resume and cover letter to Miss Silberman at [communication@facchouston.org](mailto:communication@facchouston.org) with the following reference « FACC Houston application - Marketing and Communication Manager »