



Position Description | Economic Development Project Manager, Influencer Experience

About the Greater Bentonville Area Chamber of Commerce

Why – we exist to build a 21st century community

How – We use a perspective that includes the past and the present while keeping a gaze fixed on the future. We consider the input and attention of major economic drivers and community stakeholders. We use feedback from small businesses. We are trusted with the storylines of the community. We are the troubadour to talent.

What – we build programs, events and tools to increase the profitability of large and small businesses in the Bentonville area.

The Greater Bentonville Area Chamber of Commerce is an equal opportunity employer and is committed to building and maintaining a culturally diverse workplace. We encourage women, minorities, individuals with disabilities and veterans to apply. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status of protected veteran, among other things or status as a qualified individual with a disability.

This job is for...

Someone who will take ownership and agency over telling the story of the one of the most unique and dynamic communities as well as the economy the drives and the organizations that serve it.

It is for a detail focused and project oriented but nimble individual with the ability to work closely with a team as well as relish the lone wolf approach at times.

The unknown should excite you. You should be willing and able to hold your own in a community that expects performance. You should be a builder that wants to serve others and leave a legacy. You should be poised under pressure, willing to learn, open to feedback and able to pivot. You should understand the balance between value, experience and investment and be adept at gaining support, transferring belief and building collaborative connections.

Priority Strengths and Attributes:

Project management. Brand building. Hospitality mind-set.

About the Position:

Economic Development Project Manager, Influencer Experience is responsible for execution and implementation of an ongoing campaign to leverage influencers in key areas to showcase Bentonville's investments in distinct quality of place as well as access to high quality of life to attract industry and talent, build the Bentonville brand and accelerate relocation of target sectors to Bentonville.

Target sectors include: Arts/Culture/Music, Cycling, Culinary, Tech/Investment/Business, Health and Wellness.

About the Influencer Amplification Campaign

Objective: Turn up the volume nationally within specific sectors on activities in Bentonville.

Key Result: 2 million impressions per event. **24-30 million impressions annually.**

Duration: 36 months

Duties

- Develop and leverage relationships with key leadership of key Bentonville institutions.
- Act as liaison to Bentonville institutions and organizations to be aware of all potential events and activities of interest.
- Identify, contact and contract with influencers.
- Develop itinerary of curated experiences that leverage key relationships to showcase activities, amenities and the distinct quality of place of Bentonville.
- Act as guide for each group of influencers.
- Develop and provide content (copy and images) to ensure quality and consistency of messaging.
- Produce and distribute dashboard style reporting on efficacy of each influencer campaign.

Education and Requirements

- Bachelor's degree in Marketing, Public Relations, and/or related fields. Exact discipline is less important than record of experience and achievement.
- Excellent verbal and written communication skills as well as excellent organizational skills and strong computer and graphic design skills.

- Self-motivated and possesses strong interpersonal skills, the ability to excite and entertain influencers serving as their host.
- Must be flexible, able to create and adapt to changes in the environment.
- Unquestioned integrity and ethical standards. You will be the key contact representing Bentonville with influencers.
- Ability to work in a team environment and assist others when needed.
- Ability to manage multiple projects and demands simultaneously.

Commitments

- Treat all Chamber employees, members, public/private sector partners, board members, the general public, and all working partners fairly, courteously, and with dignity.
- Model superior customer service behavior by maintaining positive relationships with all Chamber stakeholders.
- Be prompt and available for flexible scheduling.
- Be honest and fair in all business dealings.

Personal attributes that support your success:

- Unquestionable ethics and integrity. Demonstrated ability to protect privacy and maintain discretion in dealing with highly confidential information.
- Strong organizational skills that reflect the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Service approach with a highlighted sense of accountability, empathy, and humility.
- Highly resourceful team-player, solution-oriented, and comfortable operating with incomplete information.
- Effective independently and in a semi-remote environment.
- Often accessible and responsive beyond business hours.
- Intellectual agility and the ability to analyze and think critically.

Additional Helpful Experience Includes:

- Experience working in small to medium sized companies or a start-up environment.
- Project management
- Event production.
- Experience curation, coordination.

Please direct inquiries to:

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