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# Communications Manager

*Full-Time, Exempt | In-office, Roseville, California*

## **ABOUT THE ROSEVILLE AREA CHAMBER OF COMMERCE**

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The Roseville Area Chamber of Commerce (RACC) is the leading voice for business in the Roseville and South Placer area, representing nearly 1,400 member businesses and their employees. RACC is a 5-Star Accredited chamber — a distinction held by fewer than 1% of chambers nationwide — and works to strengthen the local economy through advocacy, connection, and leadership development. RACC's affiliated 501c3, the Placer Workforce Development Foundation (PWDF), advances regional workforce development through employer-led collaboratives.

RACC produces a full calendar of signature events and programs throughout the year.

## **POSITION SUMMARY**

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The Communications Manager is responsible for developing and executing RACC's communications, marketing, and content strategy across digital, print, and social channels. This role tells the story of RACC's impact — its members, programs, events, and advocacy work — to the business community and the public, while maintaining a consistent, professional brand voice across every touchpoint. The Communications Manager will work with the Director of Public Affairs and Communications Coordinator in the Communications Department of the RACC.

This position also serves as a staff liaison to some RACC committees, working closely with member volunteers and Chamber leadership to plan, promote, and support committee initiatives. The ideal candidate is a creative, deadline-oriented communicator and project manager who thrives in a fast-paced, mission-driven environment.

## **KEY RESPONSIBILITIES**

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### **Marketing & Communications**

- Develop and execute an annual communications and marketing plan aligned with RACC's strategic priorities and brand guidelines.
- Write, design, and distribute member communications, including newsletters, e-blasts, press releases, and announcements.
- Manage RACC's social media presence (Instagram, LinkedIn, Facebook, and others) with a consistent content calendar, original graphics, and timely engagement.
- Maintain and update the RACC website with current events, news, member resources, and program information.
- Capture and curate photo and video content at Chamber events for use across marketing channels.
- Track and report on communications performance (website traffic, email open rates, social engagement) to inform strategy.
- Support media relations, including responding to press inquiries, preparing talking points or briefing materials as needed, and coordinating interviews to help promote local business and economic news.



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- Monitor local news cycles and community trends to identify timely opportunities for press coverage, content, and member storytelling, and develop and maintain relationships with media contacts, reporters, and community partners.

### **Committee Management**

- Serve as staff liaison to some RACC committees, coordinating meeting logistics, agendas, and follow-up communications.
- Partner with committee chairs and volunteer leaders to plan initiatives, set timelines, and keep projects on track.
- Translate committee priorities into communications and marketing deliverables (event promotion, recaps, recognition content, etc.).
- Provide regular updates to the President & CEO and Board on committee activity and progress toward goals.

### **Event & Program Support**

- Collaborate with the events and programs team to promote signature events.
- Develop sponsorship and marketing materials that support event revenue goals.
- Produce post-event recaps and survey summaries to capture outcomes and inform future planning.

## **QUALIFICATIONS**

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- Bachelor's degree in communications, marketing, public relations, journalism, or a related field, or equivalent professional experience.
- Minimum of one to two years of professional experience in communications, marketing, journalism, public relations, or a related role.
- Excellent written and verbal communication skills, with a strong eye for brand consistency and editorial detail.
- Proficiency with design tools such as Canva and/or Adobe Creative Suite, and familiarity with website content management systems.
- Working knowledge of social media platforms, scheduling tools, and basic analytics.
- Strong organizational and project management skills, with the ability to manage multiple committees, deadlines, and stakeholders simultaneously.
- Creative storyteller who is deadline-oriented, exercises good judgment under pressure, and can pivot quickly in a fast-paced environment with shifting priorities and news cycles.
- Comfortable working with volunteer leaders and committees, with a collaborative, service-oriented approach.
- Self-starter who can work independently in a small-team environment, with flexibility to attend early morning or evening events as needed.
- Valid driver's license and reliable transportation for local travel to events and meetings.



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## **COMPENSATION & BENEFITS**

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Salary range: \$60,000–\$65,000 annually, commensurate with experience.

RACC provides a benefits package including medical, dental, vision, and life insurance, up to 4% match on 401k, annual PTO and sick leave, 16 days of holiday pay (includes a winter break from Christmas Eve to January 1 in 2026), monthly cell phone allowance, and professional development opportunities.

## **HOW TO APPLY**

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Interested candidates should submit a resume, cover letter, and two writing or design samples to the job posting link. Applications will be reviewed on a rolling basis until the position is filled.

*The Roseville Area Chamber of Commerce is an equal opportunity employer.*