



Job Description:

Chief of Marketing & Communications

Organization Overview

For over 130 years, the Los Angeles Area Chamber of Commerce represents the interests of businesses in the Los Angeles region. As the region's most prominent business organization with more than 1,000 member companies, the Chamber's vision is "A thriving Region for all." Our priorities revolve around policy development and advocacy, global engagement, and community collaboration for local and regional economic growth and mobility. For more information, visit www.lachamber.com.

Vision for the Future

Our region is on a path toward numerous opportunities that will yield economic growth, as we prepare to host the world for global sporting events. As one of the state's largest chambers, the Los Angeles Area Chamber of Commerce, a five-star accredited Chamber, is well positioned to lead with the bold policy and advocacy to realize the promise of a brighter future for the Los Angeles region.

Position Overview

The Chief of Marketing & Communications (CMC) is the Chamber's senior executive responsible for strategic communications, integrated marketing strategy, brand development, and media relations.

This role serves as a member of the executive leadership team, reporting to the President & CEO, collaborating across departments, and stewarding the organization's voice across public, private, and civic arenas. This role leads the efforts to support, amplify, and ensure collaboration on all communications related to policy and advocacy.



Key Responsibilities

Strategic Leadership & Organizational Leadership

- Serve as the Chamber's chief communications and brand leader setting the strategy and management of the function.
- Shape enterprise-wide marketing strategy supporting policy, membership, global engagement, and revenue.
- Provide executive counsel on media opportunities, risks, and crisis response.

Communications

- Serve as the Chamber's primary media strategist; oversee or manage public relation needs.
- Define and direct communication vehicles (newsletters, blogs, social media channels) for messaging and amplification of policy work.
- Maintain strong relationships with media and elevate the Chamber's public voice.

Brand, Marketing & Campaign Strategy

- Lead integrated marketing plans for programs, events, membership, and policy initiatives.
- Oversee creative direction and ensure brand consistency.
- Build data-informed marketing systems to drive audience growth.
- Guide the strategic use of paid, earned, owned, and shared media.

Digital, Content & Technology Leadership

- Grow digital platforms including website, email, social media, and multimedia.
- Lead digital storytelling and content strategies.
- Drive improvement of marketing technologies and analytics.

Team Leadership & Operational Excellence

- Manage and mentor a high-performing team.
- Oversee budgets for all marketing and communications functions.
- Ensure operational excellence through planning, prioritization, and performance metrics.
- Drive cross-department collaboration to ensure alignment.



Executive Engagement

- Collaborate across teams to support revenue, engagement, and regional influence.
- Lead branding for major organizational initiatives and campaigns.
- Serve as a public-facing representative when appropriate.

Qualifications

- Experience in public policy communications. Ability to thrive in a fast-paced environment.
- Knowledgeable in public policy advocacy and the political arena in the city, county, and state.
- Proven success with integrated marketing strategy, brand leadership, and leading projects and initiatives.
- Strong media relations and executive communication capabilities.
- Exceptional writing, communication, planning, and organizational skills.
- 15 –20 years of progressive communications and marketing experience.
- 5+ years executive leadership and team management experience.
- Bachelor's degree required.

Compensation

Based on experience - \$120,000 - \$160,000

Reports To

President & CEO

Application

LAACC Contact: Carmen Torres, Human Resources Consultant (resume@lachamber.com)

Submission Requirements: Cover Letter & resume

Date Posting Expires: Until filled

**WE'RE
HIRING**
JOIN OUR TEAM



The Los Angeles Area Chamber of Commerce is an equal opportunity employer, dedicated to promoting a culturally diverse workforce. All Qualified applicants will receive consideration for employment without regards to race, color, religion, gender, or national origin.

We will consider for employment all qualified Applicants, including those with Criminal Histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles' Fair Chance Initiative for Hiring Ordinance.