



Director of Public Affairs

Reports to: Chief Executive Officer

Classification: Full-Time, Exempt

Position Overview

The Director of Public Affairs is a key leadership role at the Roseville Area Chamber of Commerce, responsible for shaping the Chamber's voice, strengthening its brand, and amplifying its influence through strategic communications, events, and advocacy.

This position oversees the Chamber's public affairs and communications strategy, high-profile events, and public policy initiatives—connecting storytelling, member engagement, and political advocacy to advance the Chamber's mission of strengthening business and community vitality. The Director will manage relationships with key stakeholders, sponsors, and policymakers while leading integrated marketing and public affairs efforts that elevate the Chamber's visibility and impact.

A critical component of this role is supporting and stewarding the Chamber's President's Circle members—the region's most engaged and visionary business leaders—ensuring their partnership, visibility, and investment are maximized throughout the year.

This position provides strategic direction, oversight, and sponsor engagement for all major Chamber programs and initiatives.

Key Responsibilities

Public Policy & Government Affairs

- Partner with the CEO to implement the Chamber's advocacy agenda and represent the business community at local, state, and federal levels.
- Monitor and analyze legislative issues, prepare position statements, and recommend policy actions aligned with Chamber priorities.
- Coordinate and manage the Chamber's Economic & Government Relations Committee, Government Affairs Committee, and Political Action Committee (PAC).
- Manage PAC compliance, financial tracking, endorsement processes, and fundraising events.



- Build and maintain strong relationships with elected officials, government agencies, and coalition partners such as CalChamber, UCAN, and the U.S. Chamber of Commerce.
- Organize and support Advocacy Day, legislative trips, and public policy programming.

Events & Sponsorship Strategy

- Provide strategic leadership and high-level direction for all Chamber events, ensuring alignment with brand and budget goals.
- Oversee flagship signature events and collaborate with the events contractor and staff to ensure seamless event execution, strong sponsor visibility, and exceptional attendee experience.
- Support and engage President's Circle members year-round, ensuring their sponsorship benefits are fulfilled, their contributions are recognized, and their voices are represented across Chamber programs.
- Manage major sponsorship relationships and cultivate new partnership opportunities that align with Chamber goals.

Strategic Communications & Brand Alignment

- Develop and lead the Chamber's integrated communications and marketing strategy to promote events, initiatives, and advocacy efforts.
- Manage all public-facing communications, including press releases, newsletters, social media, and website content, ensuring alignment with Chamber branding and messaging.
- Craft compelling storytelling and media opportunities that highlight member success, Chamber impact, and community development.
- Oversee public relations and serve as media liaison, preparing CEO talking points, quotes, and statements when needed.
- Oversee all marketing collateral and digital content production in collaboration with the Communications Manager or contractors.

Leadership & Collaboration

- Supervise communications and program staff, contractors, and interns as assigned.
- Collaborate across departments to ensure cohesive messaging, event promotion, and advocacy efforts.
- Provide creative leadership on new initiatives that enhance Chamber visibility and member engagement.
- Represent the Chamber at events, community meetings, and media opportunities.



- Uphold and model the Chamber's core values of trust, teamwork, and community passion.
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Qualifications

- Bachelor's degree in Communications, Public Relations, Political Science, or related field.
- 5+ years of progressively responsible experience in communications, public affairs, or event management.
- Exceptional verbal, written, and interpersonal communication skills.
- Experience working with or for elected officials, chambers, or business associations preferred.
- Demonstrated ability to manage multiple priorities and projects with attention to detail.
- Proficiency in Microsoft Office Suite, Constant Contact, Canva, and social media management tools.
- Strong leadership, problem-solving, and strategic-thinking skills.

The Roseville Area Chamber of Commerce provides a comprehensive compensation and benefits package:

- Paid time off including sick leave and holidays
- Health Benefits – Medical, Dental, and Vision Plans. Dependent coverage available.
- Retirement plan – 401k

Pay Range: \$70,000 to \$80,000 salaried dependent on experience. Bonus potential.