



Marketing & Communications Director

Warren County Economic Development Corporation

Reports To

President, Warren County EDC

Job Overview

Responsible for the overall marketing and communication portfolio of the Warren County Economic Development Corporation, the leading economic development organization in the region. Membership support, organizational communication and functional support for the myriad of larger economic development efforts of the organization are all fundamental aspects of the role. A key aspect of this role will be the ability to develop from scratch social media platforms, develop and refine content, interact and maintain web and social media sites and organize and support aligned events and educational programs of the EDC. It is an ideal position to grow into larger roles for the organization over time with outstanding performance.

Responsibilities and Duties

This position is responsible for, but not limited to:

- Development and ongoing support of the organization's web site, social media platforms (including but not limited to LinkedIn, Facebook, Instagram, WordPress based website, email and mass contact applications)
- Development of EDC-related and regional content including video, press releases, original writing, blogs and similar communication vehicles
- Oversee the work of others such as media and marketing vendor partners, contributors, and fellow staff in developing and implementing communication
- Specific support and leadership of organizational membership activities including membership rosters, recruitment, organizational marketing and fee activity, holding member events and any related membership activity
- Assist the President and organization in developing and supporting tools and processes around Professional Relocation as an emerging economic development channel
- Support larger EDC team on ad hoc projects and assignments

Qualifications

- College degree preferred in communications, marketing, business or related field (although extensive communications and organizational experience may substitute)
- Extensive communications experience including web sites, Word Press, social media platforms, email and mass contact applications
- Excellent communications and public facing skills
- Economic Development experience including grant writing, community or public loan programs and administration is distinct plus
- Experience and skills with Microsoft office applications and basic accounting tools such as Quickbooks
- Team player and interest in helping the larger team accomplish its goals