



## Director of Marketing and Communications Job Description and Qualifications

<b>Date:</b> June 18, 2018
<b>Title:</b> Director of Marketing and Communications
<b>Organization:</b> Genesee County Industrial Development Agency d/b/a Genesee County Economic Development Center
<b>Reporting to:</b> President and CEO

### **About the Genesee County Economic Development Center (GCEDC):**

The GCEDC is the primary economic development agency in Genesee County, NY. The GCEDC's mission is to provide the resources to foster community economic success and facilitate new business attraction to build a sustainable long-term economy. This is done through growth, expansion and retention of our existing business base and marketing our community as "business friendly" to attract new businesses. To accomplish its mission the GCEDC provides a variety of financial incentives, site location consulting, workforce development support and other technical assistance to enable companies to succeed here locally in a global economy. The GCEDC's main "products" include shovel-ready tech and industrial parks, a business accelerator/innovation zone facility along with area knowledge of available buildings, business incentives including tax abatement/exemptions and business loans along with programming supporting workforce development and innovation/entrepreneurial start-up initiatives.

The GCEDC currently owns seven industry specific shovel-ready sites/ real estate that are designed to attract new companies and corporations to Genesee County and the region. These parks include the Western New York Science and Technology Advanced Manufacturing Park (WNY STAMP) that has the potential to attract billions of dollars in private sector investment and as many as 10,000 jobs onsite.

### **General Responsibilities:**

The Director of Marketing and Communications will be responsible for the development, implementation and management of marketing and communications plans and activities in support of the organizations' mission. This includes, but is not limited to; development, implementation and management of the organization's marketing collaterals, media communications, public relations, web site, social media, customer communications, sales support, and public policy engagement. The Director of Marketing and Communications must be comfortable interacting and working with diverse groups of stakeholders and constituents including the public, media, corporate leaders, economic development partners, higher education, state agencies, and elected officials (federal, state, county, city, town, village and school districts). This position is highly interactive with and provides support to the VP of Business and Workforce Development and works closely with and reports directly to the President and CEO. The annual marketing budget of the GCEDC is \$60,000 and is managed by the Director of Marketing and Communications working in collaboration with GCEDC Finance.

### **Core Responsibilities**

- **Marketing Communications (MARCOM):** Work to ensure that agency's messaging is precise, consistent, and transparent to the media, public, board of directors, governmental partners, stakeholders and the business community including targeted business sectors. In partnership with the agency's public relations consulting firm the director will act as agency spokesperson, create press releases, maintain media relations, and manage high-level events. The director will work with regional economic development organization partners and produce collaterals for agency products, produce an annual report, create business templates and presentations and plan and manage the agency's annual meeting. The position will also include the organization and archiving of documents and data including: maps, market research, sales and marketing data, collaterals, pictures and video content. The director will organize and act as a facilitator for meetings, including sales meetings as required.

- **Agency Promotion:** The Director of Marketing and Communications will highlight the agency's products, and positive messaging in a periodic newsletter through Constant Contact software, maintain the Agency's social media presence including Facebook, Twitter and Linked IN, among others. Tracking and statistical reports on press distribution and social media traction is a necessary component of the position.
- **Website Management/Digital Media:** The GCEDC must maintain a website for documents related to statutory compliance, as well as, sales and marketing promotion. The Director of Marketing and Communications will be in-charge of the website, working with GCEDC's information technology consultant and team members to populate content. Enhancing the current website, both for desktop and mobile presence along with maintaining a highly effective brand presence regionally is important. The director will serve as organization's webmaster by maintaining content and ensuring information is current and relevant. Ensure related partner websites (Invest Buffalo Niagara, Greater Rochester Enterprise, New York State Economic Development Council, Commercial Listing Systems, and Loop Net) have current property and program listings. Updates to these sites and listings occur on a regular basis.
- **Government Relations:** Maintain active communications and relationships with federal, state, county, city, town, village and school district officials on relevant public policy and economic development initiatives. Coordinate activities, strategy and engagement with government relations and public relations consulting firms to ensure policy items and agency objectives are effectively discussed and represented. Maintain elected official database and email list to communicate with affected taxing jurisdictions prior to agency board meetings. These activities and initiatives will be implemented working in close contact with the President and CEO.
- **Sales Support:** Provide sales support, presentation and template development, sales meeting and event planning and economic development partner interface and communications as needed in support of the organization's sales and business development program. This will include understanding each of the agency's shovel-ready parks, industry specifications, infrastructure capacities, relevant demographic data, and customer trends in site selection.
- **Customer Relationship Management Software:** Manage all aspects of the GCEDC customer relationship management (CRM) software in conjunction with GCEDC's information technology consultant. Ensure that approved projects are recorded and required data is entered into the system. A willingness to learn how to create customized reports (sq. ft. analysis build-out, PARIS related reporting, sales funnel/dashboard and progress reports) for use by staff and management.

**Compensation:** The established salary range for this position is \$45,000 - \$60,000 annually depending on qualifications and experience. A competitive benefits package is offered including medical, dental, PTO and participation in the NYS retirement system.

**Required Education and Skills:**

- A Bachelor's Degree in Journalism, Business Management, Marketing, Communications, Political Science, Public Administration, Real Estate or similar degree program.
- 3 years' experience working in marketing/graphics design, communications, or legislative/executive administration.
- Must be self-motivated and self-starter, while working in a team environment.
- Ability to manage a marketing budget and marketing grants for the organization.
- Strong organization and planning skills.
- Excellent written and verbal communication with attention to detail and accuracy.
- The ability to work on multiple projects at one time and under pressure to meet deadlines.
- Strong information technology skills.
- Good knowledge of marketing techniques and creative skills.
- Driver's license.
- Willing to travel regionally between Buffalo and Rochester as well as occasion travel to Albany for training, conferences and/or relevant business meetings.

**Preferred Education and Skills:**

- A Master's Degree in Business, Journalism, Marketing, Communications, Political Science, Public Administration, Real Estate or similar degree program.
- 5-7 years' experience working in a marketing, communications, legislative/executive administration role.
- Understanding of open meetings law in New York State.
- Understanding the legislative and budgeting process at various levels of government (federal, state, local, school district).
- Understanding or experience with real property marketing techniques.
- Understanding how to source and utilize demographic data for marketing purposes.
- Utilize online mapping tools such as real property tax mapping and GIS mapping.
- Grant writing skills.
- Familiarity with Google Analytics.

**To Apply:** Please send resume and cover letter to:

Steven G. Hyde

President and CEO

Genesee County Economic Development Center

Upstate MedTech Centre

99 MedTech Drive, Suite 106

Batavia, NY 14020

**By Email:** [GCEDC@GCEDC.com](mailto:GCEDC@GCEDC.com)

**Deadline to Apply:** All applicants' paperwork must be received by close of business Thursday July 12, 2018