

MAJOR FUNCTIONS

The Business Outreach and Marketing Coordinator (Senior Marketing Specialist) is professional work assisting in the development and implementation of events, promotions, marketing strategies, research, and advertising designed to increase awareness of the Tallahassee-Leon County Office of Economic Vitality. Works closely with and reports directly to the Director of the Office of Economic Vitality (OEV) and under the supervision of the Department Director to develop and implement marketing strategies into action actionable marketing plans that inform branding and campaign development. Works independently managing multiple tasks and projects with competing priorities and deadlines. Works independently and in team environments and maintains flexibility to adapt to priorities based on changing business needs. Establishes and maintains relationships with community stakeholders and a variety of partners for efficient and effective program delivery. This position may involve travel to local, state, and regional communities

ESSENTIAL DUTIES AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Assist with all internal and external marketing campaigns, producing content and creation for marketing projects and initiatives to enhance lead generation, inform internal audiences about OEV and develop strategies aimed at increasing effective communications and brand awareness. Assist with the development of brand and creative content to support a variety of activities and advertising tactics of Tallahassee/Leon County for business and talent attraction and retention across industry sectors. Engage businesses and site selectors through events, programs, social media, newsletters, and the website, and work with the Director and Deputy Directors to streamline the process. Assist in the coordination of familiarization tours. Coordinate and staffing of OEV sponsored marketing activities, displays, promotions, contests, on-site advertising, gate events, and trade shows. Create, maintain, and distribute monthly marketing reports showing achievement of critical metrics regarding lead generation, content creation, website traffic, and other KPIs. Work with the Director and Deputy Directors to identify all existing programs, both within the OEV and the greater community, to coordinate engagement efforts and priorities. Coordinate a centralized reporting and collaboration efforts among economic development partners. Coordinate the execution of marketing strategic plans to reach target audience through identified channels. Manage consultants, as necessary. Initiate and track media buys and sponsorships. Manage inventory of promotional items and trade show materials. Analyze existing marketing collateral with a critical eye to identify and improve current processes when needed. Perform market research, analysis, and testing using a variety of tools to gain insights and shape marketing strategy. Take part in brainstorming sessions, offering analytical insights to develop and plan creative marketing campaigns that increase brand awareness. Collaborate with team members to optimize marketing automation and lead-nurturing processes through email, content, events, and social channels. Assist in preparation and coordination of stakeholder meetings.

Other Important Duties

Perform special assignments, projects, and related work as required

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Thorough knowledge of modern management practices, procedures, theory, and policy development. Thorough knowledge of principles and practices of governmental budgeting and accounting; financial structure, and uniform accounting systems. Thorough knowledge of work distribution, financial, and budget analysis. Considerable knowledge of statistical concepts and methods. Knowledge of the principles of supervision, training and performance evaluation. Ability to make use of information by

analysis, correlation, creativity, and objectivity. Ability to analyze facts and exercise sound professional judgment to arrive at valid conclusions. Ability to express ideas clearly and concisely, both orally and in writing. Ability to establish and maintain effective work relationships. Ability to supervise subordinates in a manner conducive to high performance and good morale. Ability to appear before the City Commission committees and other executive/leadership teams to explain fiscal/policy matters. Ability to establish and meet deadlines as dictated by budget preparation cycles. Skill in the operation of microcomputers and associated software programs, such as Excel and Access, necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in marketing, communications, public or business administration, or a related field, and two years of professional experience that includes marketing, program administration, or business development, or an equivalent combination of training and experience. A master's degree in an area mentioned above, or in a related field, will substitute for the required experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 10-17-19