



Job Description: Marketing Specialist

Date: 03/15/2017

Reports to: Wright County Economic Development Director

Hire Date: April 2017

Location: Wright County Courthouse – Clarion, Iowa

Status: Full-Time

Office Hours: 8:00 am – 4:00 pm

The Marketing Specialist for Wright County Economic Development will be expected to brainstorm ideas, suggest appropriate marketing projects and campaigns. Main duties include creating projects, concepts and budgets for successful marketing campaigns, as well as maintaining communication with key stakeholders, partners, investors and the public. The successful candidate must maintain all forms of media to reach the intended audience. The individual shall also be expected to develop informational and promotional material for use in day-to-day operations. The Marketing Specialist will be expected to manage creative projects and events from concept to completion. This role plays an important position in supporting the department's activities through innovative marketing programs, materials, and other resources.

The duties and responsibilities:

- Responsible for planning and the execution of all marketing, informational, and promotional efforts using social media, the Wright County website, and print material for Wright County Economic Development.
- Executes the day-to-day delivery of email marketing campaigns, product literature, quarterly e-newsletter, invitations, event materials, etc.
- Drafts annual marketing budget and campaign specific budgets.
- Coordinates the planning and execution of workshops, programs, and events as needed.
- Assists the Director in the development of a Capital Campaign.
- Administers and submits qualifying grant opportunities.
- Assists in the coordination of business/site visits.
- Implements and manages a Customer Relationship Management (CRM) system.
- Develops, manages, and seeks future opportunities to enhance the awareness of Wright County Economic Development and its products and services.
- Coordinates and assists in fulfilling Request for Proposals (RFP) or Request for Information (RFI) as needed.

- Prepares and manages timelines for marketing projects.
- Assists in the drafting of the WCED Annual Report and the coordination of the WCED Annual Meeting.
- Drafts letters, memos, emails, and prepares mailings.
- Prepares claims for payment and invoices.
- Provides assistance and resources for communities and local Development Corporations.
- Represents Wright County Economic Development at various events.
- Aides Wright County Charitable Foundation and Wright County Housing, Inc. as needed.
- Prepares monthly Marketing Fund report.
- Assists Director in processing Intermediary Revolving Loan payments, documents, applications, and files.
- Assists Director with payroll reporting.
- Some domestic travel may be required.
- Other tasks as directed.

Preferred skills and specifications:

- **MARKETING SKILLS:** He or she needs to have experience in marketing programs or events.
- This person will have worked and coordinated tradeshow, workshops, and/or similar type events.
- He or she will have worked on developing marketing, informational, and promotional material.
- **MANAGEMENT SKILLS:** He or she needs to have exceptional communication skills both verbally and written.
- The person should be able to develop project plans, timelines, and prioritize critical programs and elements necessary to achieve marketing objectives on a consistent basis.
- The person needs to be very responsible and organized with the ability to work across departments effectively.

Qualifications:

- The person needs to have or in the process of achieving a Bachelor's degree. A specialization in marketing, graphic design, communication or related field is highly desirable. In exchange for a Bachelor's degree, he or she should have 1 year of relatable experience.

Marketing Manager Compensation

Compensation will depend on experience and education level. Benefits will follow Wright County policy. These include IPERS, health insurance assistance, dental and vision assistance, paid sick and vacation time.

Please submit resume and cover letter by April 14, 2017 to Bryce Davis at wced@co.wright.ia.us or can be sent to the following address:

Wright County Economic Development
115 N. Main Street
PO Box 214
Clarion, Iowa 50525

For more information, please contact Bryce Davis, Wright County Economic Development Director, at (515) 532-6422 or by emailing wced@co.wright.ia.us.

Wright County is an Equal Opportunity Employer. This company does not and will not discriminate in employment and personnel practices on the basis of race, sex, age, handicap, religion, natural origin or any other basis prohibited by applicable law. Hiring, transferring and promotion practices are performed without regard to the above listed items.