



Job Description Marketing & Research Manager

Directly Reports: VP, Workforce & Strategic Initiatives

Nature of the Position: Serving as the primary contact for research and data inquiries, updating community marketing information, supporting the Iredell EDC team in response to project inquiries and request for information (RFI), managing marketing efforts including website, social media, and newsletter. Supporting the team and community by gathering, tracking, and analyzing data to promote new business development, product development, existing industry and retention, workforce development, marketing, and community partnerships. The ideal candidate should be a self-starter and able to work without direct supervision to complete duties and responsibilities. Attention to detail with the ability to meet deadlines in a fast-paced environment is required.

Essential Functions:

Project Support (30%)

- Assist and coordinate project inquiries and RFIs by preparing responses for submittals
- Prepare marketing packages by compiling community information and relevant data points
- Develop PowerPoints for project presentations
- Assist with client visits
- Run reports from project management and customer relationship system
- Source and track trends to support projects
- Compile new and expanding announcements
- Coordinate ground breakings and ribbon cutting events

Marketing and Communications (30%)

- Excellent oral and written communications skills with the ability to work with a variety of stakeholders
- Prepares written documents such as: reports, media releases, talking points, requests for proposals, newsletters, social media posts, and correspondence to stakeholders
- Manage social media outreach and engagement
- Manage the development and design of content and print process
- Update and maintain website content
- Track and report analytics

Research (30%)

- Develop reports, presentations, and proposals
- Research and analyze labor market data to update and maintain key marketing materials
- Communicate relevant demographic trends
- Research real estate data and trends
- Update (monthly, quarterly, and annual basis) relevant research data on website
- Provide research and assistance for grant applications
- Develop and maintain strong knowledge of key partners and research resources
- Knowledgeable of tools to access data and research to aid with content creation and accurate data points



Other (10%)

- Provide support across multiple organizational areas including business development, product development, existing industry, and workforce development
- Assist at Board of Director Meetings, Investor Meetings, and other related meetings
- Participate in regional and state economic development research events, webinars, and forums to share and learn best practices
- Create and update monthly and weekly reports
- Other duties as assigned

Qualifications: Requires a bachelor's degree or higher with at least 2 years' experience in research, marketing, real estate, community or economic development, government; or an equivalent combination of education, training and experience that provides the required knowledge, skills, and abilities.

Knowledge, experience, and comfort using and learning technologies including Microsoft Office 365, Adobe Design Suite, Canva, WordPress, Mailchimp, and client relationship management (CRM)

Knowledge

- Best practices in economic development and digital media marketing
- Research and analysis methods used in economic development benchmarking

Skills and Abilities

- Self-motivated, confident, resourceful, team player, and takes initiative
- Uses sound judgment, displays integrity, and upholds strong ethics and values
- Excellent interpersonal skills, including the ability to build solid relationships and support among a broad range of people and positions
- Ability to plan, organize and prioritize daily assignments, while managing multiple tasks
- Ability to analyze and convey information to a variety of audiences
- Strong problem-solving skills, ability to think creatively, ask insightful questions, and bring forth solutions
- Resilient, adaptable, and open to change that result in efficiencies that support organizational goals

Physical

- Occasional travel within the County
- Performs light physical labor
- Full-time, on-site office position. Schedule 8:30 am – 5:00 pm, Monday – Friday
- Occasional extended work hours

What We Offer

In addition to vacation benefits, sick leave, and paid holidays, you will be eligible to participate in our comprehensive benefits package that includes medical, dental, and vision insurance. You will also be eligible to participate in the NC retirement system.

Submission Guidelines

Qualified candidates should submit a resume, cover letter, and minimum salary expectations by 5:00 PM on November 29, 2021, to Jessica Stewart, VP, Workforce & Strategic Initiatives, Iredell County Economic Development Corporation at Jessica@iredelledc.com. A full job description can be found at <https://www.iredelledc.com/about/available-position/>



About Iredell County Economic Development Corporation

Iredell County Economic Development Corporation (Iredell EDC) was formed in 2017, as a result of our leaders and communities coming together with a vision to organize our economic development efforts under one county-wide organization. Iredell EDC is a public-private partnership that promotes economic growth and stability in our community by supporting the creation of new jobs and encouraging investment. We accomplish this through new business attraction, support of existing industry, building a world-class workforce, and collaboration with our community to build prosperity for all.

About Iredell County

Iredell is in the northern part of the Charlotte region, North Carolina and home to the City of Statesville, Town of Mooresville, and Town of Troutman. Iredell is the 14th largest County in the state of North Carolina, with a population of 181,000 and the 13th lowest tax rate in the state, and the lowest tax rate in the Charlotte region. We have a diverse industry base with a mix of agriculture, advanced manufacturing, logistics/distribution, finance, healthcare, and information technology. For more information please visit www.iredelledc.com.