



Marketing Manager

Directly Reports: President & CEO

Nature of the Position: Serving as the primary lead administrator of Iredell EDC's marketing and communication outreach efforts, this position will work collaboratively to create and implement a communications and marketing standards and strategy for Iredell EDC to amplify the organization's mission, purposes, and goals effectively to a broad range of audiences. This position will create strategies to enhance and support Iredell EDC's strategic plan including: Manage external and internal initiatives, content development, social media, press releases, newsletters, presentation materials, and marketing collateral; write effective, creation, and professional copy. Design social tiles, advertisements, create infographics, signage, email marketing, and print collateral; Support the team and community through promotion of new business development, product development, existing industry and retention, workforce development, marketing, and community partnerships, using the best, most-up-to-date data, research, and facts. Broadcast through appropriate channels key facts, findings, and details regarding Iredell County and what makes it right for Business, Life, and Location. Promote Iredell County as a premier location for Business, Life and Location and Iredell EDC as an premier economic development organization. Engage Investors through organized meetings, publications, and personal engagement. Lead the development and implementation of a new comprehensive marketing strategy for Iredell Ready, a new county-wide workforce initiatives. Efforts will include committee management, stakeholder engagement, logo and brand development, website design and content development, coordination of photography and video, development and implementation of social media strategy.

Essential Functions:

Marketing and Communications (30%)

- Excellent oral and written communications skills with the ability to work with a variety of stakeholders
- Prepare written documents such as: reports, media releases, talking points, requests for proposals, newsletters, social media posts, marketing collateral, and correspondence to stakeholders
- Seek and find key stories, industry news, investor news, accolades and promote via social media and newsletter
- Manage and increase social media and newsletter engagement
- Manage the development, design, and print process of both in-house and outsourced projects
- Optimize website by managing, updating and maintaining website content relevant to target audiences



- Identify key data points and analytics to track and report and translate in story opportunities
- Lead marketing efforts for Iredell Ready Initiative in partnership with Springer Studios, Marketing Committee and greater Iredell Industry & Education Alliance Stakeholders

Iredell Ready (20%)

- Lead the development and implementation of the Iredell Ready Comprehensive Marketing Strategy
- Serve as the primary project manager with Springer Studios to manage marketing deliverables (brand voice, logo design, press release, landing page, website site, content development, photography, advertising, social media, metrics dashboard, integration of key features)
- Lead the marketing committee ensure collaborative participation by stakeholders and accountability to deliver marketing initiatives on agreed upon timelines
- Identify leads within Iredell Ready to help spearhead initiatives to support the overall marketing efforts
- Identify strategies to target our various audiences and mechanism through which we collect and disseminate information to them

Investor Relations & Events (10%)

- Oversee program development, sponsorships, promotion and event logistics for Annual Meeting and quarterly investor meetings
- Oversee the development of presentation materials to include PowerPoint presentations, monthly board reports, quarterly investor reports and the development and design of the annual report
- Support recruitment and onboarding of new investors
- Market and generate sponsorship revenue for our programs and events (Councils, Annual Meeting).
- Develop and maintain a sponsorship menu and investor directory

Project Support (10%)

- Prepare marketing packages, proposals, and presentations for clients and projects
- Assist with client visits, as needed
- Compile new and expanding announcements
- Coordinate ground breakings and ribbon cutting events
- Coordinate press releases, media relations, stakeholder invitations and talking points associated with announcements



Research (10%)

- Manage all data metrics, tracking, and reporting for the organization. Oversee reporting process to compile data into key presentation and reports, including Board Reports, Investor Quarterly Reports, Annual Report.
- Work in partnership with research analyst to collect data and key market trends to update marketing materials
- Identify compelling market data trends to communicate to our key stakeholders
- Develop and maintain strong knowledge of key partners and research resources
- Develop and manage calendar of updates and data resources for web site and other marketing materials
- Analyze research and data to aid with developing creation of content and ensuring accurate reporting

Other

- Support President & CEO and the team with correspondence and presentations
- Participate in local and regional webinars and forums to share and learn best practices
- Other duties as assigned

Qualifications: Requires a bachelor's degree or higher with at least 3-5 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, HootSuite, Manage Content Creation and Engagement on Facebook, LinkedIn, Instagram, Twitter, Google Analytics, 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 project management skills to manage multiple projects that involved multiple stakeholders and coordination of feedback
- Ability to meet deadlines
- 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 – Position will be located in Mooresville Office
- Extended hours as needed to meet deadlines and project needs

About Iredell County Economic Development Corporation

Iredell County Economic Development Corporation (Iredell EDC) was formed in 2018, 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 18th largest County in the state of North Carolina, with a population of 192,000 and the 15th 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.