



## **MARKETING AND COMMUNICATIONS COORDINATOR**

**REPORTS TO:** CEO, Economic Development Manager

**ESTIMATED COMPENSATION RANGE:** \$60,000-\$70,000 per year, commensurate with experience. Generous benefits package.

**DESCRIPTION:** The Marketing & Communications Coordinator is a full-time, management-level position responsible for the implementation of strategic marketing initiatives and general communications of the Chautauqua County Region Economic Development Corporation (CREDC) and the County of Chautauqua Industrial Development Agency (CCIDA). We seek a dynamic, self-starter to lead marketing and communication efforts related to showcasing Chautauqua County's economic development opportunities and promoting the services offered by economic development agencies. The selected candidate will have an excellent opportunity to experience various aspects of marketing while learning about Chautauqua County businesses, communities, and development efforts.

The County of Chautauqua Industrial Development Agency (CCIDA), the Chautauqua Region Economic Development Corporation (CREDC), and the public-private economic development collaborative, the Chautauqua County Partnership for Economic Growth (CCPEG), are championing the business development opportunities and quality of life enhancements within Chautauqua County, New York. While this position is housed under the CCIDA, it will serve as a split role serving CCIDA and CCPEG, managing specific communication tasks related to the promotion of each entity and its services. In addition to coordination of organizational communications of these agencies, the Marketing & Communications Coordinator will lead countywide marketing efforts, and special projects, to promote Chautauqua County as a great place to live, work, play, and do business, in close coordination with outside partner agencies.

The successful candidate will be detail-oriented, highly organized, and capable of performing multiple tasks while working independently and as part of a highly functioning and productive team. Excellent written and verbal communication skills and the ability to organize, coordinate, and conduct meetings is required.

### **KEY RESPONSIBILITIES**

Working alongside staff and communication consultants the Marketing and Communications Manager:

- Oversees communications and communications strategy (internal and external), media relations, community, and public relations strategy for CCIDA and CCPEG.
- Oversees various marketing campaigns related to business attraction, talent attraction and retention, and tourism/quality-of-life messaging.
- Collaborate with staff on new ideas, directions, and venues for marketing and communications.
- Create effective media information kits and other corporate communications materials.
- Coordinates engaging social media presence.
- Interface with and assign/manage tasks for external graphic design and communication consultants.
- Assists in planning, writing, and managing newsletter and/or blog posts.
- Drafts, distributes, and pitches news releases, media alerts, and other stories.
- Assists in planning, promoting, and execution of CCIDA or CCPEG events.
- Participate in bi-weekly staff meetings and monthly marketing meetings and provide updates on projects.
- Participate in monthly IDA Board and Committee meetings as needed.
- Assists with proposal development, implementation, and reporting for grant-funded marketing projects.

- Gain an understanding of strengths, opportunities, and barriers to living, working, and building business in Chautauqua County, and how we can work to improve them.
- Manages various consultants and vendor contracts, and the procurement of various professional services required to undertake marketing-related projects.
- Assists with the budget process and financial record keeping.
- Assists with special projects and other related tasks as needed.

## **EDUCATION AND EXPERIENCE**

- 5+ years of experience as a marketing strategist, marketing manager, or similar role
- Bachelor's degree in Marketing, Communications, or a closely related field
- Experience in all aspects of planning and implementing marketing strategies

## **OTHER SKILLS AND APTITUDES**

- Current on industry trends and able to stay ahead of the curve
- Knowledge of market research
- Exceptional writing, editing, and design skills
- Comfortable interfacing with all levels of staff including executive leadership
- Creative problem solver
- Positive, upbeat work style
- An effective communicator, both written and oral.
- Firm grasp of available tools and platforms in the social media space.
- Knowledgeable in creating video content.
- Experience with relevant software applications including MS Office Suite and Adobe Creative Suite
- Knowledge of HTML is a plus. Experience with WordPress is preferred.
- Ability to communicate in a professional manner with press and community contacts.
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task, and meet deadlines.
- Enthusiasm for the mission of CCIDA, CREDC, and CCPEG and the economic opportunities in Chautauqua County.

**HOW TO APPLY:** Applicants should email their resume and cover letter to: [aldrichn@chggov.com](mailto:aldrichn@chggov.com).