

# Champaign County Economic Development Corporation

Position: Marketing & Events Director

Reports To: Executive Director

Status: Full-Time

The Champaign County EDC invites applications for the position of Marketing & Events Director. This position will develop, implement, and lead both event specific and broad marketing and communication strategies. The Marketing & Events Director will work closely with stakeholders throughout Champaign County to expand the impact of the Champaign County EDC and its goals.

## *Required qualifications:*

- Bachelor's Degree from an accredited university / college or equivalent
- Excellent written, verbal, communication, and presentation skills
- Must be a self-starter who is able to work with little supervision
- Ability to organize, budget, plan, and implement multiple projects and deadlines
- Must be able to respond quickly and accurately to changing project conditions
- Commitment to maintaining confidentiality

## *What you'll do:*

- Manage multiple programs, events, and marketing campaigns, many times collaborating with external partners, including: You're Welcome CU, Made in Champaign County, Innovation Celebration, and all events related to the Illinois Small Business Development Center at Champaign County EDC (you are the go-to person, the one in charge of all the details!)
- Develop and maintain content on all websites (WordPress, Drupal, and Squarespace platforms, no HTML experience required)
- Create, manage, and distribute newsletters and reports, both digital and print
- Research, write, and coordinate stories (blog posts / success stories) that showcase our community and employers
- Manage social media accounts, including Facebook, Twitter, LinkedIn, Instagram, YouTube, and other new ones that are developed
- Use metrics to measure the impact of our marketing efforts and make recommendations based on that data
- Create and publish press releases
- Conceive of, and manage through completion (often times working with outside vendors), the design, development and execution of marketing materials, including graphic design and print publications, web content management, videos, and more
- Work with local companies and regional partners to act as a resource for their PR efforts
- In coordination with the Executive Director, communicate with officials of federal, state or local government agencies as well as community stakeholders, EDC investors, and business leaders
- Perform other duties as required to support the overall goals of Champaign County EDC

## *Skills we're looking for:*

- Creativity and resourcefulness in developing and implementing projects
- Takes initiative, a doer
- Creative and open to change
- Ability to work in a fast-paced environment
- Strong attention to detail, with a commitment to quality and accuracy
- Experience with Microsoft Office Suite, especially Word, Excel, and PowerPoint

## *Nice to have:*

- Economic development experience
- Graphic design skills
- Local community and/or regional knowledge
- Basic skills in Adobe Creative Suite (Illustrator, InDesign, Photoshop)

*Things to know:*

- This position may oversee interns
- Although the position is primarily 8 am – 5 pm, Monday – Friday, evening work may be required
- You'll be an integral part of a small staff – this is an important position for our organization

Compensation commensurate with experience and qualifications. For full consideration, please submit a letter of interest, resume, and at least three professional references to [carly@champaigncountyedc.org](mailto:carly@champaigncountyedc.org) no later than 4 pm on September 30, 2018. Please note *Marketing & Events Director* in the subject line.

The Champaign County EDC is an Equal Opportunity Employer.