

DeKalb County Marketing Manager

About Opportunity Unbound Branding Initiative

The mission of the DCEDC branding initiative for DeKalb County is to create a countywide collaborative business climate which contributes to business and population growth.

Our Goals

- **Strategic metric #1 - Increase business and employment opportunities**
- **Strategic metric #2 – Create sustainable population growth**
- **Strategic metric #3 – Increase household income**
- **Strategic metric #4 – Enhance community quality of life**

Position Overview

The County Marketing Manager is responsible for effectively telling the story of DeKalb County as a desirable place to live, to work, to raise a family, and to retire. This position will be responsible for developing relationships within the community. Establishing and implementing strategic and tactical marketing plans including but not limited to the following: public relations, advertising, digital, social media, event planning, and content creation components. He/she will help serve as the face of DeKalb County, building the community's brand both online and off. The County Marketing Manager becomes the driving force of the diverse groups, united for DeKalb County's success, but all carrying a different set of goals and motivations. This role ensures that DeKalb's voice is loud and clear to our target audiences and the messages distributed resonate. He/she will collect and respond to all feedback, identify areas for improvement and further develop the strategy and tactics needed to implement the Marketing Strategy. The County Marketing Manager answers the tough questions and provides sound solutions to problems. This person will draw the map of where the brand needs to go, looping in key partners as necessary to help develop their roles in the overall strategic plan. The CMM's purpose is to keep the group on track and remain the steward of the opportunity unbound overall vision and marketing strategy.

Responsibilities Include:

1. Marketing Plan

- Develop and Maintain the Brand
- Designs, implements and facilitates annual marketing plan for the County
- Directs and facilitates development and implementation of marketing plans through selected marketing service/agency.
- Translates community objectives and strategies into comprehensive marketing plans to promote community growth and enhancement.
- Creates and maintains a marketing coalition of organizations and individuals in the community to ensure broad representation in marketing planning and alignment to marketing messages.
- Collaborates with project managers/community stakeholders to develop strategic communication initiatives.
- Sets target audience and messaging position for each initiative.
- Manages and/or aligns with Agency for search engine optimization, advertising, public relations, trade shows, media relations and social media to drive plan execution.
- Identifies areas for continued improvement.
- Maintains knowledge of current marketing trends, developments, best practices and new media.
- Benchmarks other community marketing/rebranding case studies.

2. Marketing Budget

- Plans and administers the community's marketing operations budget.

3. Manage Marketing Suppliers

- Manages the relationship with outside service providers such as marketing agencies/media providers.
- Negotiates with media providers to procure strategic media buys for the city and its marketing partners.
- Develops and protects brand standards and ensures that they are met by service providers.
- Edits materials and provides feedback to ensure materials are crafted to set standards.
- Directs the creation of promotional materials and collateral pieces.

4. Measurement

- Analyzes and revisits marketing plan as needed
- Measures and reports on marketing plan results

Position Requirements

- BS/BA in Marketing, Communications, Journalism, Advertising, Public Relations, Media Studies, related fields or equivalent experience.
- Minimum of 3+ years of experience in a marketing/communications position.
- Exceptional knowledge of community marketing strategies, concepts and practices.
- Experience in brand management and social media platform management.
- Project management and project measurement skills.
- Ability to collaborate with others, build relationships and work with public officials, business and institution leaders, and key stakeholders.
- Ability to develop metrics, analyze data and support further work of the community marketing campaign.
- Sound business acumen, management and problem-solving skills.
- Strong written and oral communication skills.
- Grant writing and funding knowledge.
- Computer and presentation skills, particularly Microsoft Office, Prezi and Adobe Creative Suite.
- Time management, organization and leadership skills.

Submission Requirements

Please send cover letter and resume to:

Paul Borek, Executive Director
DeKalb County Economic Development Corporation
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