



Job Description

Director of Marketing and Communications

Opportunity:

The Texas Economic Development Corporation (TxEDC) is looking for a hard working, enthusiastic and ambitious individual to join our team! You will be joining a team of hard working, enthusiastic and ambitious individuals (who also like to have fun!) who are truly passionate about and committed to effectively marketing the State of Texas to the business leaders across the nation and world. Texas consistently ranks as the best state for business, largely in part to the efforts of this great team.

Description/Duties:

We are looking for an experienced Director of Marketing and Communications to join our team. This is not your typical marketing or communications position. If you love managing all aspects of social media, corporate communications and print media then this position is for you! This position requires an individual who is a great communicator, writer and is passionate about social media in all forms (Instagram, Facebook, LinkedIn, YouTube, and beyond). This position is key to developing TxEDC's social media content and strategy; ensuring TxEDC's presence is current, cohesive, fresh and engaging.

Director of Marketing and Communications:

- Create, develop and execute TxEDC's marketing efforts to increase the exposure of the organization's activities to corporate executives and site selection professionals nationally and globally.
- Develop a comprehensive strategy to enhance the organizations marketing goals.
- Build, execute and manage digital marketing campaigns across relevant social media platforms, with emphasis upon raising awareness of the State's competitive advantages.
- Develop performance metrics to assess the overall effectiveness of marketing campaigns.
- Develop and maintain relationships with key communications vendors (graphic design, video production and print), acting as the liaison between such vendors and TxEDC as needed.
- Develop and maintain relationships with key media/Influencer contacts to help build awareness for TxEDC events by creating media kits, press releases and securing media coverage of events.

- Craft and review written content for external economic development and marketing efforts; including speeches, presentations, investor briefings and prospect meetings.
- Research, identify and develop strategies to reach target business segments, sharing Texas' economic advantages.
- Drive Search Engine Optimization (SEO) Strategies to ensure TxEDC ranks highly for appropriate key word searches.
- Optimize TxEDC's new WordPress website to generate views and increased time spent on the website.
- Provide basic maintenance and updates to TxEDC's new website.
- Build company best practices across digital marketing and social channels.
- Maintain TxEDC's brand standards, content and marketing assets to ensure consistent messaging from the organization.
- Monitor and stay up to date on news as it relates to our industry and state.
- Other duties as assigned.

Education, Qualifications and Requirements:

- Bachelor's degree from an accredited 4-year university in marketing, communications, journalism or other applicable field.
- 3-5 Years of results-oriented experience in digital marketing, communications, technical writing, branding, marketing, economic development or other business development related experience. Experience can be substituted for education on a year-to-year basis.
- Expertise in technical writing and professional writing.
- In-depth knowledge of web content management, WordPress, Constant Contact, Salesforce, Campaign Monitor, or other digital marketing platforms.
- Expertise in multiple social media platforms (Facebook, Instagram, LinkedIn, YouTube, Twitter) and associated tools and analytics.
- Track record of successfully developing and maintaining relationships with media.
- In-depth knowledge of Search Engine Optimization (SEO), key word search, Google AdWords and Analytics.
- Understanding of economic development and economic development organizations.

Hours:

Monday-Friday from 8:30 A.M. – 5:00 P.M.

Compensation:

Commensurate with experience



Benefits and Perks:

Medical, dental and vision insurance with 80% company contribution.
Company paid life insurance, STD and LTD insurance.
401(k) with 4% company match.
Flexible PTO plan.

Our Company:

As the 10th largest economy in the world, Texas is at the top of nearly every “best state to do business list” and maintains its position as the nation’s #1 job creator. The Texas Economic Development Corporation (TxEDC) is an independently funded and operated 501(c)(3) nonprofit organization responsible for marketing and promoting Texas as the premier business location. Along with the Governor’s Office of Economic Development and Tourism, these two highly focused organizations make up the cornerstone of Governor Greg Abbott’s economic development agenda to build a stronger Texas.

TxEDC’s primary program is marketing services. They market and promote Texas as a premier business location. TxEDC is funded solely by its supporting investors through charitable donations and participation fees. No state tax dollars are used to fund TxEDC activities.

Applications:

If you would like to submit an application for this position, please email your resume and cover letter to scott@businessintexas.com.