

DIRECTOR OF MARKETING AND COMMUNICATIONS FULL TIME | \$50,000 – \$60,000 ANNUAL SALARY

At the Boone County Economic Development Corporation (Boone EDC), we seek the right economic opportunities to support strong communities and enhance the quality of life for all Boone County residents. We aim to be a catalyst for smart growth strategies and forge mutually beneficial partnerships with organizations capable of understanding and further enriching the unique assets that the residents of Boone County have built.

JOB DESCRIPTION:

The Director of Marketing and Communications is responsible for developing and implementing a comprehensive marketing strategy which will increase the Boone EDC's visibility locally and Boone County's position domestically and internationally. The Director of Marketing and Communications reports directly to the Executive Director.

WHAT YOU'LL DO:

- Draft and execute annual marketing strategy
- Develop general and community- and industry-specific marketing pieces
- Maintain Boone EDC website and contact databases, including blog
- Monitor, maintain, and grow social media presence
- Draft and distribute press releases and e-newsletters
- Represent the Boone EDC at public meetings and community events as requested

WHAT YOU'LL NEED:

- Bachelor's degree in applicable field of study
- Excellent oral and written communication skills
- Proficiency in Adobe suite, Microsoft products, and social media platforms
- Marketing experience preferred
- Thinks creatively, strategically, and independently
- Effective time management
- Flexibility
- Must maintain confidentiality
- Ability to work some evenings, including some out-of-the-area and overnight travel
- Reliable transportation

HOW TO APPLY:

- Email cover letter, resume, and examples of work (no more than 5) in PDF format to Molly Whitehead, Executive Director, by email at Molly@BetterInBoone.org by Monday, May 2nd at 8 am EST.