

# Marketing and Business Development Manager – Job Description

To perform a wide variety of marketing/communication as well as business retention and development duties related to the Economic Development Corporation. To provide professional, effective and efficient public service assistance to the general public; and to provide highly responsible support to the Executive Director.

**\*\*Duties and responsibilities may include, but are not limited to, the following:\*\***

- \* Maintain website and social media on regular basis; develop new content for consistent messaging and
- \* branding purposes.
- \* Assist EDC Executive Director in marketing campaigns including but not limited to: development of printed
- \* collateral materials, advertisements, e-mail marketing, industry-specific communications, and content
- \* creation for social media.
- \* Create ideas for content; write and edit GEDC newsletters, news blasts, and community presentations for
- \* internal and external audiences.
- \* Assist EDC Executive Director in composing promotional articles, press releases and summary reports.
- \* Conduct research, analysis and distribution of pertinent economic and demographic data.
- \* Handle inbound RFPs and RFIs as assigned by the EDC Executive Director.
- \* Seek out qualified project leads through business retention and expansion activity.
- \* Develop and implement a database of real estate offerings in Gainesville.
- \* Work closely with City of Gainesville departments as needed.
- \* Provide highly responsible administrative and technical support to the EDC Executive Director.
- \* Maintain confidentiality of all prospect information; confidential information may include company name,
- \* type of industry, as well as highly sensitive financial information.
- \* Provide assistance in coordinating, planning and organizing EDC-related functions as assigned.
- \* Participate in budget preparation activities; monitor and coordinate budget information for budget
- \* preparation activities; assist in monitoring budget expenditures.
- \* Maintain backups of computer information; assist in troubleshooting computer equipment problems;
- \* maintain computer-programming systems as required; oversee the servicing schedules of office equipment.

- \* Answer and screen telephone calls and visitors for the EDC; relay messages to staff out in the field as
- \* necessary; record date, time, type of call and destination of messages received or transmitted.
- \* Answer questions and provide information to the public; receive and resolve citizen complaints or refer to
- \* appropriate City department for resolution; photocopy reports for public information as requested.