

DIRECTOR OF MARKETING AND ECONOMIC DEVELOPMENT FOR THE CITY OF MARLIN

POSITION DESCRIPTION

This multifaceted position is responsible for the positive progress towards the thoughtful, planned and beneficial growth of the future of the City of Marlin through marketing, public relations, communications, economic development, event planning and the promotion of tourism. The Director of Marketing and Economic Development represents both the City of Marlin (hereinafter "City") and Marlin Economic Development Corporation (hereinafter "MEDC"). This is a full-time supervisory position with benefits and reports directly to the City Manager and to the MEDC Board of Directors.

Major Duties and Responsibilities:

Working with the media and other local partner organizations to raise and enhance the profile of the City, its government, the MEDC and local businesses.

Organizing special and seasonal events and festivals.

Provide support and guidance for existing and potential new commercial enterprises.

Encourage the development of new jobs.

Work with grant writers and administrators, public and private, to provide funding for economic projects for the purpose of developing planned and thoughtful economic growth for the City.

Act as the liaison for the MEDC and work with HOTCog, Chamber of Commerce, Falls County and other local public and private partners to facilitate economic growth for the City.

Develop and implement a marketing plan(s) to enhance and project a favorable image of the City, attract new enterprises and residential development, promote tourism and events that generate revenues for the City.

Prepare periodic reports for City Council regarding proposed projects, status of on-going projects and analysis of completed projects.

Review all social and electronic media on a daily basis regarding the City and maintain and update the City's social media accounts to provide the public with notice of City and MEDC activities and to promote City and MEDC services.

Work with and provide suggestions to local businesses to enhance their revenues and attract visitors/guests from outside the City.

Act as a liaison with the City's and or MEDC's public and private partners including non-profit organizations.

All other duties as assigned by City Manager or City Council and/or MEDC Board of Directors.

Minimum Qualifications and Skills:

- *college degree from accredited school in marketing, or business, or public administration or economics; together with
- *minimum of five (5) consecutive years in supervisory position with primary focus on marketing, public relations, municipal communications, economic development, event planning or tourism.
- *knowledge of the operations of a municipality and/or the grant process including administration.
- *experience with budget preparation.
- *demonstrated ability for public communications.
- *demonstrated ability to perform job tasks with minimal supervision.
- *must be amenable to working evenings, weekends and holidays.
- *excellent and professional communication skills

Additional Qualifications and Skills desired:

- *social media oversight and maintenance experience;
- *experience with creative, digital, analytical and financial aspects of marketing projects;
- *experience with conducting research on trends and analyzing data;
- *experience with computer software and graphic design;
- *experience with interfacing with private marketing and public relations firms, as needed;
- *experience with drafting press releases and press relations.
- *familiarity with the City of Marlin and Falls County and their unique issues.

Work Conditions:

Primarily office based with minimal travel. Must be willing to work evenings and weekends.

APPLICATIONS WILL BE ACCEPTED UNTIL POSITION IS FILLED.

Please complete online application and forward your letter of interest and resume to Mary Ann Waddle, Human Resources Director, 101 Fortune Street, Marlin, Texas 76661.