



**Rockville Economic Development, Inc.
Maryland Women’s Business Center
Position Description**

Title: Marketing & Communications Manager
Maryland Women’s Business Center

Accountability: Reports to Managing Director, Maryland Women’s Business Center

Rockville Economic Development, Inc. (REDI), a nonprofit organization, was founded in 1997 by the City of Rockville to serve as the economic development agency for the City. Today with a budget of over \$2 million, it helps businesses launch, locate and expand. In 2010, REDI established the Maryland Women’s Business Center (MWBC) to help women throughout the region start and grow businesses positioned for long-term growth through training, business counseling, and other resources. Now funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA), MWBC hosts more than 100 workshops a year and interacts with more than 2,000 clients through its various services and programs. Learn more about MWBC at www.marylandwbc.org and REDI at www.rockvilleredi.org.

DUTIES AND RESPONSIBILITIES:

- Under the general supervision of the MWBC Managing Director, provide expert advice, support, and planning for developing and administering high-profile branding and marketing initiatives, programs, and projects relating to small business development and entrepreneurship for women.
- Create, implement, and monitor strategic and tactical communication strategies for MWBC small business development initiatives such as events, programs, and projects.
- Lead and coordinate proactive outreach and content development efforts for all communication channels. Our website, newsletter articles, and e-communications are updated regularly. These tasks may include evites and e-communications, social media communication, news releases, and other public relations outreach.
- Oversee targeted campaigns and develop various marketing strategies and initiatives focused on women’s businesses.
- Develop a strategy for engaging women-owned businesses to ensure technical assistance, grants, resources, and programs, and highlight success stories and testimonials.

Marketing

- Manage marketing efforts for all MWBC
- Work with the Managing Director on branding and public relations activities
- Prepare and edit organizational publications for internal and external audiences
- Develop promotional products such as quarterly newsletters, press releases, marketing kits, and success stories
- Conduct market research to expand outreach opportunities
- Maintain and update the website regularly and manage all social media platforms, i.e., blogs, Facebook, LinkedIn, Instagram, Pinterest, Twitter, etc.
- Publicize workshops through flyers, newsletters, eblasts, social media, external websites, and listservs.
- Create new marketing materials and develop any graphic materials needed.

Training & Events

- Lead logistics and management of all training & events organized by MWBC, and coordinate staff support including, annual awards luncheon, networking events, and workshops.
- Coordinate, organize, and schedule the delivery of workshops on a wide range of business topics, working with staff, volunteer trainers, and partners.
- Identify workshop topics, and recruit volunteers to provide workshop presentations.

Public Relations & Outreach

- Help to execute the PR and outreach plan for MWBC.
- Conduct community outreach activities such as networking and speaking engagements to promote the MWBC to potential clients and create collaborative partnerships.
- Work with Managing Director on branding and public relations activities.
- Prepare promotional materials per the brand guidelines and style guide.
- Assist in developing strategic partnerships with complementary organizations, corporations, and community leaders to further the organization's mission.
- Develop relationships with key resource partners to assist with workshops, sponsorship, and outreach opportunities.
- Develop press releases, articles, and blogs as needed.
- Assist Managing Director with fundraising and grant writing activities and strategize on creative ways to bring in additional funding.
- Develop relationships with key resource partners in the region to assist with sponsorship opportunities.
- Assist in the development of sponsorship packages for special events, workshops, marketing materials, and website.

Administration

- Accurately correct and report data and metrics.

- Meet annual performance goals and metrics.
- Prepare accurate reports as directed.
- Perform other duties as required.
- Help foster an organizational culture that encourages collaboration and accountability.
- Adhere to REDI policies and procedures.
- Perform other duties as required.
- Support and supervise interns.

QUALIFICATIONS:

- Bachelor's degree in marketing, public relations, communications, or related field.
- Experience in supporting small business development.
- Familiarity with women's business issues.
- Strong financial acumen with demonstrated experience in budget planning and forecasting.
- Public speaking skills or training experience.
- Strong interpersonal, verbal, and written communication skills.
- Demonstrated ability to collaborate with diverse stakeholders and balance competing interests.
- Experience with website maintenance and social media.

COMPENSATION:

- \$55,000-65,000.
- Full-time position benefits: paid holidays and annual leave, health care benefits, 3% matching contribution to a Simple IRA plan, and parking in the office location.

APPLICATION:

Applications should be sent to HR@rockvilleredi.org (résumé with a cover letter indicating interest).

Rockville Economic Development, Inc. is an Equal Opportunity Employer.