



## Rockville Economic Development, Inc. Position Description

**Title:** Communications Manager

**Accountability:** Reports to Deputy Director

Rockville Economic Development, Inc. (REDI), a nonprofit organization, was founded in 1997 by the City of Rockville as a separate non-profit entity 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 the City. Learn more about REDI at [www.rockvilleredi.org](http://www.rockvilleredi.org).

### **DUTIES AND RESPONSIBILITIES:**

- Under the general supervision of the CEO and Deputy Director, provide expert advice, support, and planning for developing and administering high-profile branding and marketing initiatives, programs, and projects relating to economic development and tourism to leverage innovative opportunities to sell Rockville as a premier place to do business and visit.
- Assist with local tourism efforts and marketing of the City of Rockville, with special emphasis on commercial, cultural, historic, and arts districts to highlight and enhance the quality of life that attracts talent and businesses.
- Develop unique value propositions and help secure Rockville recognitions to attract economic development opportunities (i.e., awards, recognition articles/placements, etc.)
- Create, implement, and monitor strategic and tactical communication strategies for economic development initiatives such as events, programs, and projects.
- Lead and coordinate proactive outreach and content development for all communications avenues and updates to the website, newsletter articles, and e-communications which includes evites and e-communications, social media communication, news releases and other PR outreach).
- Oversee targeted campaigns and develop various marketing strategies and initiatives focused on educating corporate executives, entrepreneurs, residents and talent on the advantages of doing business in Rockville.
- Assist with research and analysis to support and demonstrate return on investment for initiatives.
- Maintain high confidentiality for sensitive information pertaining to business prospects.
- Assist with developing presentations, marketing materials, and reports in electronic and printed formats (e.g., brochures, flyers, fact sheets, infographics, statistical data to include graphs/charts, maps, etc.) to support economic development initiatives.

- Coordinate with potential partners and stakeholder groups to support REDI marketing and communications such as area economic development agencies, chambers, and tourism bureaus.
- Develop strategy for engaging local businesses to ensure awareness of technical assistance, grants, resources and programs, as well as highlighting success stories and testimonials.
- Support presence at targeted trade shows.
- Track and catalog organization accolades, recognitions for use in marketing materials and website.
- Manage contracts with outside vendors for additional marketing, graphic, and communication needs.
- Have existing or create relationships with local publications such as, but not limited to, the Washington Post, Washington Business Journal, and Bethesda Magazine.
- Accurately correct and report data and metrics.
- Meet annual performance goals and metrics.
- Help foster an organizational culture that encourages collaboration and accountability.
- Adhere to REDI policies and procedures.
- Perform other duties as required.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of best practices in:
  - Economic development advertising, branding, social media, and marketing.
  - Economic development principles, practices, and techniques.
  - Stakeholder engagement.
  - Research and analysis methods used in economic development benchmarking.
  - Site selection principles
- Ability to:
  - Effectively communicate complex ideas including technical information, analysis, and rationale clearly to a variety of audiences.
  - Utilize various communication channels.
  - Work cooperatively with others to achieve results and to develop and leverage strong partnerships with community stakeholders and marketing professionals.

**QUALIFICATIONS:**

- Bachelor's degree in business, marketing, finance, or related field.
- Over five years of experience in marketing, economic development, business, or related field.
- Strong financial acumen with demonstrated experience in budget planning.
- 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:**

- \$60-70,000.

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

**APPLICATION:**

Submission of applications (résumé with cover letter indicating interest to [HR@rockvilleredi.org](mailto:HR@rockvilleredi.org)).

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