



## **Marketing & Business Relations Specialist – Economic Development**

### **Position**

This position coordinates and executes a variety of communications, marketing, research, technical analysis, and economic development tasks for the City of Woodland Program. This position serves as a critical member of the City Manager's Office of Equity, Environment, Economy, and Engagement and works closely with City Manager and/or designee to develop and implement strategic initiatives to strengthen and diversify the local economy.

### **SUPERVISION RECEIVED AND EXERCISED**

General direction is provided by the City Manager and/or designee. Incumbents may oversee a project team consisting of technical personnel staff assigned to a project or may have supervisory duties, depending on the department's need.

The Marketing and Business Relations Specialist has full responsibility for the management of every aspect of a project, works with supervision, and has a level of independence to gather information on specific projects.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Assists in evaluating and determining needs, defining goals and recommending actions to carry out strategic Economic Development initiatives including promotion/marketing, business outreach, and community relations strategies.

- Serves as the primary contact to relevant community members, business organizations, and key industry partners to provide information about the City's economic development assets, activities, etc.
- Serve as brand ambassador for the City's Food Front initiative at local and regional meetings, events, and conferences.
- Conduct research and interviews to develop business profiles and knowledge of local economy.
- Research and develop innovative business recruitment and expansion programs.
- Collaborate with academia and industry to create workforce training programs.
- Represent the City and its business community at events and conferences.
- Attend and actively participate in meetings with local and regional business development organizations.
- Manage and engage in a variety of social media platforms.
- Draft a consistent schedule of content for various social media channels.

- Analyze and track impressions and engagement across platforms.
- Create social media toolkits to assist with City Economic Development promotion(s).
- Research social media trends and innovations.
- Participate in the production of multimedia content for marketing.
- Solicit and evaluate proposals and oversee consultant contracts/proposals for marketing support services.
- Design effective marketing and digital advertising materials to promote department/City economic development programs, services.
- Prepare and package information in an effective and attractive format.
- Develop, design and create a consistent e-newsletters highlighting community and economic achievements.
- Create and issue press releases.
- Prepare internal communications to share with councilmembers and city staff regarding economic development priorities, business incentive programs, new businesses announcements, and metrics tracking community's economic performance.
- Plan and execute industry events for City's economic development program.
- Assist with support and promotion of a range of community events.
- Administrative duties as needed.
- Regular, predictable, consistent and timely attendance is an essential function of the position, in that Employee must be present to work to complete assigned tasks.
- Other duties as assigned.

### **Knowledge of**

- Knowledge of and experience using social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) for marketing purposes.
- Graphic Design Skills: Canva, Publisher, Apple Pages, Adobe InDesign, Adobe Photoshop, other applications as appropriate.
- Knowledge of Webpage development and management using such open-source management systems such as Wordpress.
- Knowledge of blogs platforms.

### **Skill in**

- Evaluating and using data from various social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) for marketing purposes
- Developing graphic brochures utilizing various Graphic Design programs
- Knowledge of Webpage development and management using WordPress
- Proficient in Microsoft Office Suite
- Data analysis and visualization
- Photography and video experience is a plus.

### **Ability to**

- Understand business marketing and branding
- Strengthen existing and build new relationships with local business community and regional partners
- Identify and support opportunities for collaboration among community and industry partners
- Strong verbal and written communications skills

- Concise and creative writing skills
- Good public relations skills
- Bilingual: Knowledge of a second language is beneficial
- Manage multiple projects simultaneously and self-motivate

## **EXPERIENCE AND EDUCATION**

Any combination of education and experience that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

### **Education:**

Equivalent to a Bachelor's Degree from an accredited college or university with major work in community development, economic development, marketing, business, journalism, history or related field.

### **Experience:**

Minimum of one (1) year of experience working in a business and/or government relations field is desired. Experience using various social media platforms for marketing and communications.

Certificates. Driver License: Possession of a valid California Class C Driver License at the time of appointment.

## **ADA COMPLIANCE**

Physical Ability: Positions in this class typically require climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Heavy Work: Exerting in excess of 25 pounds of force occasionally

Other Requirements:

Sensory: Requires the ability to recognize and identify similarities and differences between shade, degree or value of colors, shapes, sounds, forms, textures or physical appearance associated with objects and people.