

Job Description

Job Title: Director, Marketing, JAXUSA Partnership
FLSA: Exempt
Date: November 2023

Job Summary:

This position is responsible for developing and implementing JAXUSA Partnership's national and international brand, communications and marketing efforts. Oversees public relations, marketing, advertising and social media for JAXUSA and for ensuring consistent messaging from the organization.

Essential Duties and Responsibilities:

- Cultivate the brand strategy and messaging to position the JAXUSA region as the premier destination for business growth and talent to external audiences.
- Support the development and management of the marketing budget and implement JAXUSA's annual marketing plan.
- Manage relationship with JAXUSA marketing agencies. Serve as project manager on advertising, creative, content, marketing collateral and website projects with oversight, project timelines in accordance with the destination's brand standards.
- Track trends and execute national and international PR and media relations efforts to generate positive news coverage for region, business climate and recent announcements to businesses and residents outside of the region.
- Oversee JAXUSA's various social media platforms and content development for greater awareness and engagement to attract business expansion/relocation and talent.
- Collaborate with project managers, business intelligence and talent teams to implement targeted industry marketing initiatives.
- Work with business development team to support successful lead generation, project response and communication strategies.
- Serve as lead staff for JAXUSA website, www.JAXUSA.org and Find Your JAX website, www.findyourjax.com and relocation microsites. Manages and executes new design elements, current content, site imagery, analytics, site engine optimization and the integrity of the site.
- Responsible for the development and distribution of all collateral materials and communications for JAXUSA investors, site consultants and economic development prospects.
- Create all corporate communication for JAXUSA correspondence and events, including executive remarks, collateral, annual reports, letters and talking points.
- Collaborate with corporate marketing executives at investor companies to help market the region and attracting the next generation of talent.
- Work with Florida Commerce marketing team and other Florida economic development groups on joint marketing initiatives to strengthen Florida's business brand.
- Serve as lead on JAXUSA Economic Development Luncheons as well as other assigned events.
- Participate in all JAXUSA staff and Chamber Marketing department strategy sessions.

The above cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.

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Education and Experience Requirements:

- BA/BS degree in Communications, Marketing, Business or equivalent work experience
- 5+ years practical experience in Communication/Marketing/Public Relations field.

Knowledge/Skills/Abilities:

- Excellent writing and editing skills
- Strong attention to detail
- Strong project management skills
- Ability to manage and prioritize multiple projects
- Excellent communication/presentation skills, both oral and written
- Identify innovative ways to implement projects within established timeframes
- Ability to remain flexible in constantly changing environment
- High energy level, self-motivated and demonstrates initiative are all requirements

Skill Requirements: (X = Required for job)			
X	Utilize internet web sites/functions	X	Public speaking/group presentations
X	Utilize word processing software	X	Reasoning and logic
X	Utilize spreadsheet software	X	Leadership and supervisory
X	Utilize database software	X	Retrieve and compile information
X	Typing/computer keyboard	X	Maintain records/logs
X	Analyze and interpret information	X	Verify data and information
X	Ability to communicate verbally	X	Ability to prepare written communications
X	Operate office equipment, fax, phone, calculator, etc.	X	Basic mathematical concepts (add, subtract, multiply, divide)
X	Investigate, evaluate and recommend action		Advanced mathematical concepts (fractions, decimals, ratios, percentages, graphs)
X	Organize and prioritize information/tasks		Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics)

Physical Requirements: (X = Required for job)			
X	Sitting for extended periods	X	Lifting up to 20 pounds of office supplies/equipment
X	Extended periods viewing computer screen	X	Carrying up to 20 pounds of office supplies/equipment
X	Walking	X	Pushing/Pulling
X	Reading	X	Bending/Stooping
X	Standing		Reaching
X	Writing		Grasping
X	Hearing	X	Repetitive Motions

Hazards: (X = Required for job)			
X	Normal office environment		Electrical current
	Toxic or caustic chemicals		Housekeeping and/or cleaning agents
	Flammable, explosive gases		Proximity to moving mechanical parts

Employee Acknowledgement:

I have reviewed and understand the requirements stated in this Job Description.

Employee's Signature	Date