

## Job Description

**Job Title:** Coordinator, Talent and Marketing, JAXUSA Division  
**FLSA:** Non-Exempt  
**Date:** October 2024

### Job Summary:

This position is responsible for supporting day-to-day talent development, marketing and events activities of JAXUSA partnership. Responsible for specified investor event coordination as well as assisting with content creation and managing social media platforms, digital teams and collateral libraries.

### Essential Duties and Responsibilities:

#### Talent Development

- Support independently career pathway and career fair events throughout the region and state to further promote target and support industries growing in the region.
- Coordinate meeting/event invitations, calendar reminders to attendees, registration and attendance reporting along with assistance/support with meeting/event needs including; check-in, participant gifts, and food and beverage logistics and regularly communicate with meeting/event Manager.
- Liaise with Workforce Development/Earn Up initiatives to communicate successes to external audiences as well as job and training opportunities for students and adults.
- Update talent collateral and other JAXUSA-branded collateral as needed, including creation of meeting/event invitations.
- Assist with Earn Up website updates as assigned such as Blog content, Internship board maintenance etc.
- Manage Earn Up social media channels.
- Coordinate the EarnUp Newsletter distribution

#### Marketing

- Assist with communication initiatives, including, but not limited to, editorial calendars for website and blog content; case studies; scripts; collateral material and site consultants, investors and workforce email newsletters.
- Assist with the JAXUSA website and Find Your JAX website with fresh content including blog posts, infographics, news stories, statistics, featured job opportunities, internships and/or apprenticeships etc., for strong reach and SEO.
- Assist with Digital Ambassadors program to market the region to potential talent, maintaining and ensuring execution of content calendar; creating and distributing information and curated social posts; and measuring and reporting on annual successes.
- Maintain promotional gift inventory levels and oversee image and video libraries.

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### Events and Investor Support

- Support all JAXUSA events.
- Update Salesforce records and dashboards to reflect investor involvement in assigned meetings and events.
- Assist with the revisions and updates to the JAXUSA investor sales and marketing collateral materials.
- Assist with the clerical and administrative functions of the Talent and Marketing departments.
- Assist with other duties as needed.

*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.*

### Education and Experience Requirements:

- BA/BS degree in Communications, Marketing, Business or equivalent work experience
- 2 years practical experience in Communications or related field.
- Travel which may include nights and weekends required

### Knowledge/Skills/Abilities:

- Excellent writing and editing skills
- Strong attention to detail
- Ability to prioritize multiple projects
- Various graphic design skills, Canva experience preferred
- Ability to remain flexible in constantly changing environment
- High energy level, self-motivated and demonstrates initiative

<b>Skill Requirements: (X = Required for job)</b>			
X	Utilize internet web sites/functions	X	Public speaking/group presentations
X	Utilize word processing software	X	Reasoning and logic
X	Utilize spreadsheet software		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)
	Investigate, evaluate and recommend action		Advanced mathematical concepts (fractions, decimals, rations, percentages, graphs)
X	Organize and prioritize information/tasks		Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics)
<b>Physical Requirements: (X = Required for job)</b>			
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

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X	Writing		Grasping
X	Hearing	X	Repetitive Motions
<b>Hazards: (X = Required for job)</b>			
X	Normal office environment		Electrical current
	Toxic or caustic chemicals		Housekeeping and/or cleaning agents
	Flammable, explosive gases		Proximity to moving mechanical parts
<b>Employee Acknowledgement:</b>			
I have reviewed and understand the requirements stated in this Job Description.			
Employee's Signature			Date