



Tampa Bay Economic Development Council Director of Marketing & Communications Job Description

Department: Research, Marketing & Communications
Position: Director of Marketing & Communications
Reports to: Chief Operating Officer
Status: Full Time, Exempt

Summary of Responsibilities

Under the leadership of the Chief Operating Officer, the Marketing & Communications Director will be responsible for digital marketing initiatives, advertising campaigns, content development, and media relations activities to gain positive coverage for Tampa and Hillsborough County and the economic development initiatives of the EDC.

Essential functions:

- Oversee digital marketing manager to meet social media and website metric goals
- Writing copy for the EDC web site, advertisements, brochures and Annual Report
- Writing blog posts and newsletter articles
- Drafting pitches and press releases tailored to specific media targets, including local media, national media outlets, top industry trade publications representing the EDC's target industry sectors; plus other television, radio and online media
- Pitching stories by phone, email, and in person
- Creating communications, marketing and crisis plans and implementation schedules
- Managing the development and creation of collateral materials
- Managing the development and implementation of advertising campaigns both print and digital
- Collaborating with the business development team on lead generation activities
- Developing KPIs for strategic marketing and communications plans and individual campaigns
- Researching editorial schedules and creating a calendar of opportunities
- Managing freelancers, contractors, and creative agency vendors
- Overseeing marketing committee and work with any subgroup leads to keep initiatives moving forward
- Crafting talking points for elected officials, EDC staff and other EDC Investors and partners
- Cultivating and maintaining working relationships with top business reporters in target media outlets and national publications
- Identifying top national ranking lists and pitching Tampa and Hillsborough County for inclusion
- Coordinating/organizing interviews for EDC representatives both in market and when visiting other cities for business missions, conferences, etc.
- Researching, developing, and maintaining target media lists and uploading key contacts into Salesforce
- Monitoring and reporting media placements

- Identifying and recommending media tracking tools that will support our campaigns and metrics
- Leading or assisting with the development and execution of special events
- Drafting and submitting award nominations
- Working with CEO on semi-annual reports to the Board of County Commissioners
- Working with other internal departments on quarterly reports for City and County officials

Preferred Qualifications and Competencies

Candidate must have at least 5+ years of full time public/media relations experience, relationships with local and national business reporters, and a proven track record of placing stories with national, local and trade media outlets.

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or similar field
- Excellent written and verbal communication skills, with meticulous attention to detail
- Proficiency in writing copy for web sites, advertisements, and social media postings
- Strong computer skills, particularly in Word, Excel, and PowerPoint or Keynote. Salesforce familiarity a plus
- Experience with media research, press release distribution, and monitoring/metrics programs such as Cision
- Extensive experience in using social media to engage reporters
- Superior analytic and problem-solving skills, with a demonstrated ability to work independently and deliver results
- Excellent time management and organizational skills, with a demonstrated ability to successfully balance multiple projects in a fast-paced environment
- Ability to handle deadlines and crises calmly, expertly and effectively
- Ability to successfully manage and collaborate with contractors, vendors, and partners
- Strong interpersonal relationship skills, with a demonstrated ability to work collaboratively and effectively with a wide variety of internal and external stakeholders.

Working Conditions

- Must be available before or after working hours to handle media events or crises should they arise
- Occasional travel for meetings
- Some evenings and weekends may be required
- Work under and maintain confidentiality
- Eligible for remote work per TBEDC Employee Handbook policies

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position.

Management has the right to revise this job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time for any reason. All applicants for this position are subject to pre-employment drug and background screenings.