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TO APPLY**

Economic Development Specialist - Program Manager II

\$40-45,000/year

FLSA: Non-Exempt

Reports to: Full-Time staff as assigned

Staff Supervisory Responsibility: up to 5 employees

We Value

Trustworthiness
Openness
The Highest Ethics
Efficient Stewardship
Knowledge
Collaboration
Service
People

General Service Areas/Conditions: Primarily indoor office environment in various departments with occasional site work as required. Ability to occasionally lift and/or move up to 25 lbs. Frequent interaction with the public. Some nights and weekends could be required as needed.

Makes a daily difference in the Campbell County organization and locality through: hard work, open and honest communication, ongoing improvement and accountability.

This is a Full-time, Non-Exempt, position. This provides the continuous maintenance of all Economic Development online platforms to ensure information is relevant, current, and consistent.

Job Overview:

Marketing:

- Responsible for the maintenance of campbellvirginia.com with up to date information and engaging content
- Derives necessary data to keep the County statistics current for prospective businesses.
- Graphic Design as necessary to keep tourism and marketing materials current
- Assist in coordinating and promoting agriculture opportunities with the appropriate Agriculture Extension Agents and other partners
- Design and distribute information on Campbell County business programs (print and web based)
- Property information maintenance on real estate advertising platforms

Communication:

- Responsible for responding to public inquiries about available property
- Provides necessary details in order to respond to Requests For Information from site consultants in a timely manner
- Develop and maintain relationships with property agents representing Campbell County property
- Responsible for distribution of press releases from Economic Development to the appropriate outlets and communication groups
- Works closely with the Engagement Liaison to design the Economic Development electronic newsletter
- Oversees the distribution of electronic news letter from Economic Development

Coordination:

- Manages the advertising budget for the Economic Development Department
- Coordinates the marketing schedule with Agriculture Extension Agents, Campbell County Libraries, and the Parks & Recreation Department
- Responsible for coordinating Tourism efforts with the Lynchburg- Campbell County Tourism Alliance
- Maintain a database of available Campbell County commercial and industrial property
- Oversees branding projects for content development (i.e. promotional videos, drone photography)
- Performs other duties as assigned or required based upon the need of the department

Qualifications:

- Two years of college or graduation from a business college.
- Two years of related experience
- Valid Virginia Drivers' License
- Completion of National Incident Management System (IS-100 and IS- 700 or NIMS equivalent) within 90 days of employment

Core Skill Sets:

- Ability to maintain effective working relationships in order to explain policies and obtain cooperation
- Ability to keep complete accurate records
- General understanding and ability to utilize the County's adopted software platform.
- Strong verbal and written communication

Other Desired Skills

- Proficient with the use of Adobe Creative Cloud (Illustrator, InDesign, etc.) or similar graphic design programs
- General familiarity with website management
- Excellent technical skills including the use of Microsoft Office Suite (Word, Excel, Outlook and PowerPoint)
- Additional education and/or training may be substituted where applicable.