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

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.