MOUNT ROGERS
REGIONAL PARTNERSHIP

Marketing & Communications Manager

Want to utilize your marketing skills and creativity for building a more prosperous and socioeconomically stronger region? Looking to join a team that is passionate and fun? Choose the Mount Rogers Regional Partnership!

Our recently revamped regional economic development organization is seeking to fill a newly created position charged with launching the region's first-ever initiative focused on people and place. The Marketing and Communications Manager will assist in building on our new strategic plan and branding platform. The manager will ultimately be responsible for crafting and implementing a marketing strategy focused on fulfilling our mission. The mission is to communicate the extraordinary livability of the region along with the opportunities it will create over the next 5–10 years.

Organizational Overview

The Mount Rogers Regional Partnership is the leading regional economic development organization serving six localities in the Mount Rogers/I81-I77 Crossroads area of Virginia. The organization is focused on marketing, talent solutions, business retention and expansion (BRE), and industry recruitment.

Position Description

The Marketing and Communications Manager will oversee all branding and marketing activities for each function of the MRRP. The ideal candidate will have a strong knowledge base and experience with best practices in marketing, including digital marketing, advertisement, social media, video content creation, events, websites, and analytics.

Education

Minimum of an undergraduate degree in marketing, business, or related fields. Degree can be substituted with robust marketing experience.

Core Duties

- Lead efforts in crafting marketing plans and activities for each function of the organization

- Identify and create marketing initiatives for future funding considerations. Grant funding and reporting requirements

- Assist with planning and hosting regional tour for prospects, consultants, and events

- Manage active and engaged social media platforms (LinkedIn, Facebook, Instagram, and others)

- Work with contracted firms on content creation and campaigns

- Track and report marketing analytics of all activities (digital, sm, website, etc.)

🌐 *www.i81-i77crossroads.com*

- Build positive relationships with partners and stakeholders such as the local tourism and economic development offices, VEDP, Friends of SWVA, our government agencies, and other economic development allies
- Other duties as assigned

- Place-focused marketing and tourism-focused marketing weighed favorably
- Work on large, complex, and deadline-oriented projects
- Strong desire to learn and make a difference

Required Skills

- Minimum of three years of marketing experience preferred
- Proficiency in Microsoft Outlook, Word, Excel, and PowerPoint
- Basic graphic design capabilities preferred
- Familiarity with databases, CRM programs, and other SaaS tools
- Excellent written and oral presentation skills
- Excellent interpersonal skills that create an ability to gain the trust and confidence of stakeholders, allies, and prospects
- Customer service orientation
- Ability to excel in a small and team-oriented work environment
- Analytical skills
- Strong organizational skills and ability to prioritize as well as multitask
- Self-motivator with ability to approach job responsibilities from an entrepreneurial perspective
- Valid driver's license and ability to obtain a passport preferred
- Willingness to travel domestically and internationally periodically
- Willingness to work irregular hours periodically (events and out-of-region responsibilities)

Benefits

- Competitive salary range in a low cost-of-living region ($45,000–$60,000)
- Extremely attractive benefits package (retirement, health, dental, life insurance, cell phone and mileage reimbursements)

To Apply

Send cover letter, resume, and any samples to: **jlewis@viaalliance.org**

Position is open until filled, with a spring/early summer start date targeted.