



## **ECONOMIC DEVELOPMENT SPECIALIST Franklin County, VA**

**Franklin County, VA** is currently seeking an **Economic Development Specialist**. This position is responsible for performing complex professional and administrative work relative to the planning, organizing, marketing, and managing of economic development in Franklin County. This position supports, develops, and implements a number of economic development initiatives. General marketing duties are a primary duty for the position, including website updates and social media management. Knowledge of economic development marketing principles; general knowledge of the philosophy and objectives of economic development; ability to develop advertising and marketing campaigns; ability to develop and recruit partners; ability to develop unique public-private partnerships; ability to utilize software and email including website updating and the passion to embrace social media. Ability to create digital visuals using Photoshop and Adobe Creative Cloud. Minimum education equivalent to a Bachelor's Degree from an accredited college or university with primary coursework within any of the following: event management; tourism; marketing; recreation; public administration or a related field; and/or a minimum of two years professional experience. The successful applicant will possess and maintain a valid Virginia Motor Vehicle Operator's License. Occasional evenings and weekends. Starting salary range based on qualifications and experience plus excellent benefits. Position open until filled. Application & job description available at the Franklin County Government Center, 1255 Franklin Street, Suite #109, Rocky Mount, VA 24151 or apply online at <http://www.franklincountyva.gov> AA/EOE.