

Dinwiddie County

Title: Marketing & Economic Development Manager

Job Code: MM



General Description

The purpose of this job is to perform difficult professional work designing, developing, and planning tourism and economic development marketing initiatives for the County; developing, coordinating, and implementing special events; participating in Trail Development Tourism planning; completing complex special projects and related work.

This position works under administrative supervision, developing and implementing programs within organizational policies and reports major activities to executive level administrators through conferences and reports.

Duties and Responsibilities

The functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions related to the type of work of the position as necessary.

- Performs advanced business attraction, development, and retention work.
- Coordinates and maintains all aspects of the existing business assistance program.
- Researches and prepares marketing packets, meeting materials, presentations and reports for economic development projects.
- Leads tourism efforts by aggressively branding and promoting the County through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth.
- Works closely with the Petersburg Area Region Tourism (PART) and the Virginia Tourism Corporation (VTC) as the community's Destination Marketing Officer to provide information related to the local tourism product and also disseminates information from the PART and the VTC to local tourism-related businesses.
- Plans, implements and supervises countywide special events; orders equipment, materials and supplies; selects and reserves venues; arranges for publicity and security; develops staffing plan; determines program content and scope; sets goals and evaluates effectiveness; generates regular reports.
- Develops and implements marketing initiatives to promote the mission and programs of Dinwiddie County (for internal and external audiences); produces collateral materials and messaging for the division; develops printed and digital materials, social media posts, website content, and other materials, as appropriate.
- Utilizes tourism industry data and customized market research to continuously refine long-term strategies and annual plans for marketing in accordance with destination management best practices.

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- Establishes and tracks quantitative and qualitative performance standards to evaluate program effectiveness; Collects data and research to indicate the economic impact that tourism is bringing to the community.
- Supports division in the implementation of promotions and partnerships by extending marketing with social media networking, coordinating budgets, timelines and media deliverables, and facilitating internal and external communication on behalf of the department;
- Works to develop and enhance tourism assets;
- Develops short and long-term tourism objectives, action plans, timelines, budgets, and performance measurement indicators; monitors marketing and social media strategies using analytical tools to maximize engagement;
- Monitors expenditures and allocates funds; develops and presents budget proposals;
- Assists other staff to plan, design and implement special events and publicity;
- Assists on special county projects and performs other related duties as assigned.
- Performs related work as required.

Minimum Education and Experience Requirements:

Requires a Bachelor's Degree in marketing, public relations, communications, economic development, urban planning or related field supplemented by four (4) years of progressively responsible experience in Marketing, Media Relations or related field; or possession of any equivalent combination of education, training, and experience in budgeting, purchasing, facility and fleet management which provides the requisite knowledge, skills, and abilities.

Physical Demands:

- Performs sedentary work that involves walking or standing some of the time and involves exerting up to 10 pounds of force on a regular and recurring basis or sustained keyboard operations.

Unavoidable Hazards (Work Environment):

- None.

Special Certifications and Licenses:

- None.

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Americans with Disabilities Act Compliance

Dinwiddie County is an Equal Opportunity Employer. ADA requires Dinwiddie County to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

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