



# MOUNT ROGERS REGIONAL PARTNERSHIP

APPLY TODAY

Send cover letter, resume and any samples to [nhair@wcc.vccs.edu](mailto:nhair@wcc.vccs.edu). Position is open until filled. Initial review of applications will be on March 17 with target start dates in spring.

## POSITION ANNOUNCEMENT

# 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? Make it here at the Mount Rogers Regional Partnership!*

## ORGANIZATIONAL OVERVIEW

Mount Rogers Regional Partnership (MRRP) is a leading regional economic development organization, serving six localities in the Mount Rogers Region and I81-I77 Crossroads area of Virginia. MRRP was established as a 501c3 in 1989 and is led by a 21-member board of directors, which is comprised of local government administrators and managers, local IDA or EDA representatives and private sector business leaders. The organization is focused on marketing, talent solutions, business retention and expansion and industry recruitment.

## POSITION DESCRIPTION

The marketing and communications manager will build and implement a marketing plan based on the organization's strategic plan and brand. The mission is to communicate the extraordinary livability of the region along with the opportunities it will create over the next 5-10 years. The marketing and communications manager will oversee all branding and marketing activities for each function of MRRP. The ideal candidate will have a strong knowledge base and experience with best practices in the field, including digital marketing and advertisement, social media, content creation, events, websites and analytics.

## EDUCATION & EXPERIENCE

- Minimum bachelor's degree in business, marketing, or related field—degree may be substituted with robust marketing or similar experience
- 3-5 years of experience in marketing, economic development or related field

## BENEFITS

- Competitive salary range of \$45,000 to \$60,000 in a low cost of living region
- Attractive benefits package with Virginia Retirement System, as well as health, dental, life insurance, cell phone and mileage reimbursements

## 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, social media, website, etc.)

## REQUIRED SKILLS

- 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

## WORKING CONDITIONS & COMMITMENTS

- Valid driver's license and must be able to obtain a passport
- Willingness to travel domestic and internationally (if needed)
- Willingness to work irregular hours as needed
- Commitment to continuous improvement in all job responsibilities