

Marketing and Communications Specialist

Job summary

Responsible for communications and marketing work, including promoting or enhancing the image, goals, and vision the Lisle Economic Development Partnership and serving as a critical liaison to area businesses, stakeholders, and investors. Conducts business retention and expansion outreach and recruits investors to the LEDP board. Organizes special events and assists the Executive Director with the creation and implementation of various strategic projects.

Education:

Bachelor's Degree in business, marketing, communications, public relations, journalism, or related field

Master's Degree (preferred)

Skills

- Knowledge of communication and marketing principles and practices, including effective utilization of websites and social media tools.
- Exceptional communication and writing skills, including ability to speak before public groups and make presentations in English.
- Strategic and creative thinker, able to create marketing initiatives and other programs considering the big picture and a wide variety of factors and variables
- Ability to create visual displays utilizing software including presentations, flyers, posters, brochures, and other graphic displays.
- Proficiency with Microsoft programs, adobe suite, social media applications, and WordPress. Experience with Salesforce or CRM system a plus.
- Keeps up-to-date on consumer and marketing trends
- Knowledge of general office procedures, practices, systems, and equipment as applied to marketing and communications.
- Ability to plan and participate in LEDP conferences, expos and events.
- Well-organized and detail oriented
- Ability to use thoughtful decision making and good judgment. Assesses problems and situations, anticipates needs, and evaluates alternatives.
- Possesses excellent, respectful and diplomatic human relations skills. Able to maintain positive relationships with a diverse set of people.
- Track record of excellent customer service, teamwork, and relationship building.
- Works well independently, in teams, and with the public.
- Maintains a valid Illinois driver's license and own transportation.

Essential job functions:

- Researches, analyzes, develops and implements LEDP's marketing strategies and trends.
- Responsible for the LEDP's website and social media accounts. Research and craft content, posts frequently. The specialist may also maintain the social media and websites of affiliated entities, such as a downtown partnership.
- Measures effectiveness and return on investment through various marketing metrics.
- Writes and edits any LEDP publications, including newsletters, investor emails, business outreach and any other publications or communications.
- Works with the Executive director to create and deploy LEDP investor program, recruit investors, and maintains ongoing relationships.
- Implements a business outreach program aimed at retention and expansion, including regular personal visits with businesses, cooperation with regional economic development partners and utilities, and local stakeholders. The specialist will conduct needs assessments, document findings, and provide regular and prompt follow-up.
- Manages LEDP event planning and volunteer recruitment for committee and event engagement. Events may include economic development marketing events, periodic LEDP investor/board meetings, grand openings, brokers' tours, or outside stakeholder events.
- Provides leadership and support to LEDP committees and other community stakeholder groups.
- Represents the LEDP at outside meetings or events, including conducting presentations and answering questions.
- Collaborates with staff and community stakeholders to create and implement strategic initiatives.
- May be required to travel and/or work outside of business hours to attend industry-related meetings, events, business functions, and educational and community programs. Some travel necessary.
- Other duties as assigned.

(AND)

- At least three (3) years of experience in marketing, public relations, communications, or related fields
- Experience within an economic development organization (desired)

Job type:

- \$71,000 - \$80,000 depending on qualifications
- Non-exempt
- Full-time hours: 40-hour week with the ability to work occasional nights and weekends. Some offsite meeting and occasional interstate travel.
- Partial work from home available
- Holidays: 8 paid holidays, 2 floating holidays

- Vacation: 12 days (post 90-day review)
- Health benefits available
- 401k with company match