



MARKETING & COMMUNICATIONS SPECIALIST

Position Summary

Responsible for creating, supporting and implementing marketing and communications activities to support GPI objectives, this position is focused on two key priorities:

- 1) Marketing the region and its assets to companies seeking to expand or relocate, national site-selection consultants, and corporate decision-makers making investment choices;
- 2) Communicating to existing and prospective GPI investors, media and the public; and generating PR for the region in national and international media outlets.

Essential Duties and Responsibilities

Regional Marketing

- Creates and executes digital marketing plan to support business development efforts, including lead-generation (ie, companies that would consider Greater Portland for expansion or relocation).
 - Tracks effectiveness (via analytics) and success of direct marketing tools to reach target audiences.
 - Ensures website news and info are current, and keeps social media content fresh and relevant.
- Tells the Greater Portland story to a network of corporate decision-makers and national site-selection consultants, sharing relevant business, industry and economic news and happenings.
 - Works with business development team to produce succinct client proposals and plan regional familiarization tours.
- Maintains and strengthens look and feel of marketing materials (upholding GPI's brand standards).
 - Manages and updates photos, logos and other related GPI, stakeholder and investor content.

Communications

- Shares GPI's progress and results—via multiple platforms—with existing and prospective investors, key partners and local/regional media.
- Leverages investors and key partners to expand communications outreach on regional economic development issues/successes.
- Supports planning, coordination and execution of GPI's signature event, Annual Economic Summit.

Media Relations

- Leverages PR tool (ie, Meltwater) to build network of national and international media outlets and journalists.
 - Pitches story ideas to media (national and international) to increase the visibility of Greater Portland as a location for business investment.
 - Serves as a resource for national/international journalists in facilitating connections to regional assets.
 - Tracks earned media results using PR tool.
- Develops local/regional media relationships and positions GPI as a credible resource on regional economic development.
 - Coordinates press releases.

Other Duties

- Works within annual marketing and communications budget.
- Works collaboratively in a team environment with a spirit of cooperation.
- Displays excellent communication and presentation skills in working with clients/coworkers.
- Respectfully takes direction from VP of Stakeholder Relations, CEO and management team.
- Performs other duties as assigned.

Qualifications

Ability to perform essential job duties with or without reasonable accommodation and without posing a direct threat to safety or health of employee or others. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree required. At least three years' experience in marketing, communications, public relations and/or other relevant disciplines required.

Language Skills

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

Mathematical Skills

Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Computer Skills

Has knowledge (even advanced) specialized computer skills in graphic design, video production, technical writing, statistics and/or web development.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Certificates, Licenses, Registrations

Must possess valid Driver's License.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl. The employee must also be able to frequently drive and walk to events and appointments throughout the Portland Metro area.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

About Greater Portland Inc (GPI)

GPI provides support and services to companies seeking to relocate or expand in Greater Portland, a region that spans two states and seven counties. A true public-private partnership model, GPI is supported by more than 80 private- and public-sector partners committed to advancing regional economic development through job growth and investment.