



Tampa Hillsborough
Economic Development Corporation

The bright place to be.

Job Posting – Marketing Manager

The Tampa Hillsborough EDC is officially recognized by Enterprise Florida as Hillsborough County's primary business recruitment and retention economic development team in partnership with Hillsborough County and the cities of Tampa, Plant City, Temple Terrace and private Investors. Its primary mission is to create jobs that pay above average wages and to broaden the tax base by generating new, sustainable capital investment.

Currently, we are looking for an outgoing, motivated, and experienced professional to join our team as a **Marketing Manager** to develop and implement an annual marketing and communications plan for The Tampa Hillsborough EDC that will support our efforts to recruit businesses to our community.

Responsibilities

- Direct and execute an overall marketing plan to manage content and corporate messaging
- Manage creative elements of brand
- Manage web site content
- Implement social media strategy
- Send press releases on all announcements and newsworthy accomplishments
- Monthly newsletter to site selectors, real estate consultants
- Develop power-point presentations for speaker's bureau
- Develop local, regional and national media relationships
 - Pitch newsworthy stories, features on regular basis
 - Position the EDC resource for quotes on local, regional and national business stories
- Comply with performance metrics as mandated by city and county contracts

Education, Experience, and Qualifications

- 5 years or more of experience in journalism and/or public relations and/or marketing
- Bachelors Degree in marketing and/or communications preferred
- Experience in managing projects, staff, and contractors
- Understanding of non traditional media outlets such as blogging, twitter, etc
- Ability to track interactive marketing activities and content management of website

**Competitive salary is commensurate with experience &
a comprehensive benefits package is offered after 90 days.**

***If you are qualified & interested in this position
please send your resume to: HR@TampaEDC.com***