

JOB DESCRIPTION

Job Title Marketing & Communications Coordinator
Department TBD
Reports To TBD
Positions Supervised None
FLSA Status Exempt

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Summary

The Economic Development Corporation of Kansas City, MO (EDCKC) is hiring someone who is passionate about our mission, and the City, to help KCMO thrive. This person should be familiar with EDC's role in citywide economic development and have a solid ability to manage and develop our brand.

Working under the general direction of senior staff, this position is responsible for the development, distribution and management of all EDC communications and internal marketing efforts. The work will involve a combination of public relations and marketing work and requires a high level of initiative, autonomy and time-responsiveness. Candidate will help coordinate and manage the work of outside consultants as well as absorb solo assignments. The Marketing & Communications Coordinator will be called upon to produce/assist with miscellaneous marketing assignments within the organization. Much of this work will be on tight timelines.

Essential Job Functions

- Preparing /issuing press releases
- Production and content-development for EDC website and newsletter
- Supports role with EDC social media and website activities
- Development and updating of all EDC print materials
- Managing EDC's website
- Preparing presentations and talking points for EDC staff
- Coordination/contract management of outside consultants
- Monitoring, responding to external media on behalf of EDC

Ancillary Job Functions

- Strong background in communications, public-relations or marketing
- Excellent written, spoken and visual communications skills
- Intermediate-level graphic design, layout and typography skills (e.g. Photoshop, InDesign, Illustrator, Powerpoint)
- Strong copywriting skills
- Familiarity with the work and mission of EDC and economic development in general
- Ability to develop and maintain professional contacts with local media
- Ability to multi-task and manage projects on tight timelines

Education and Experience – An equivalent combination of education, training, and experience will be considered.

- Economic development experience is preferred
- Bachelor's degree in a marketing related discipline is strongly preferred
- A minimum of 3 years of general business experience is strongly preferred
- Ability to interact and engage with C level executives is a must
- Must have a valid driver's license
- Kansas City, MO residency is required

Knowledge, Skills and Abilities which may be representative, but not all-inclusive of those commonly associated with this position.

- Strong marketing and communication skills both for verbal and written presentations
- Ability to understand the work of the various departments which include Business Development, Entrepreneurship, and Land Development.
- Needs to be a self-starter that can make well-informed decisions and must have the ability to work effectively alone and as a team member.
- Ability to learn quickly and adapt to new situations.
- Proficient with Microsoft Office and other software programs utilized by EDC employees.
- Knowledge of Google Analytics and data analytics tools would be useful.
- The position requires the ability to multi-task, build relationships with both institutions and individuals, and have excellent time management skills.
- Ability to work as a team and support cross departmental marketing efforts

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- Occasional varying, inclement outdoor weather conditions.
- Occasional hazardous traffic conditions.
- Moderate noise (office with typewriters, photocopiers, phones ringing, etc).

Physical Abilities commonly associated with the performance of the functions of this job. The physical demands described below 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 essential functions.

- Some overnight travel may be required.
- Ability to regularly talk on the phone and hear the other party.
- Ability to frequently sit and stand and drive to client meetings.
- Possess precise hand-eye coordination.
- Ability to frequently type and write.
- Occasionally lift 10-20 pounds.
- Clarity of vision at 20 feet or more.
- Clarity of vision at 20 inches or less.