

LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

Job Title: Marketing Manager

Reports To:

Department Strategic Relations

FLSA Status: Exempt

Summary:

LAEDC is a public-benefit nonprofit, with a focus on advancing opportunity and prosperity for the 10 million residents of LA County. We believe that many of LA's most urgent social needs are linked to economic opportunity, now and in the future. LAEDC's collaboration with many leaders in education, business and government is a great strength that enables strategic progress on economic opportunity.

The Marketing Manager is responsible for event marketing & promotion, manages vendor design of collateral and reports, oversees database marketing contact lists, tracks metrics and analytics, and other projects as assigned. The position supports growth of membership, event attendance and revenues, and other general awareness goals in keeping with LAEDC's brand and celebrating the organization's overall mission, initiatives and projects. This position includes content development (writing) related to event marketing, email marketing, social media and website posting activities. Position also performs some light design of marketing materials.

Duties

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Writes** concise marketing content for various LAEDC marketing vehicles, with attention to different audiences (e.g. education, business, government)
- Coordinates, designs and distributes event **email marketing campaigns** (via **Constant Contact and Splash event platforms**). Manages and grows email marketing contact list, doing segmentation and maintenance of contact records and lists as needed.
- **Integrate email marketing campaigns seamlessly with LAEDC's CRM system**, Salesforce, to ensure consistency and accuracy with our contact database.
- **Consistently maintain data analytics** for all marketing campaigns and make recommendations for improvement based on results of this data.
- Posts content to **social media** platforms (**LinkedIn, Twitter, Facebook**), with the goal of increasing engagement and followers, including paid campaigns to drive event attendance.
- Performs some **website content updates** to the LAEDC website on the **WordPress** software platform, primarily related to events. Includes some basic maintenance on pages and other related tasks.
- **Manages the process of collateral development**, including scheduling, vendor management for

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projects including brochures, flyers, and reports, with editing support from PR and other departments. Some light design work on **InDesign** and related Adobe software suite.

- Work across departments on **production of video content** for usage at LAEDC events and on the company website.
- **Create and maintain** annual marketing calendar with detailed timing for event campaigns and deliverables for design projects in order to properly traffic all of the marketing deliverables throughout the year in a timely fashion.
- Other special projects as requested.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

- ❑ Written Communication: VERY strong written communications skills (a writing test will be administered). Writes clearly and informatively, with strong attention to detail and typos. Edits work for spelling and grammar, varies writing style to meet needs.
- ❑ Project Management: Coordinates projects, Completes projects on schedule, aligns work with strategic goals, uses time efficiently
- ❑ Strategic Thinking: Learns and applies understanding of organization's priorities and focus, to always convey LAEDC brand consistently
- ❑ Judgment: Exhibits sound and accurate judgment
- ❑ Professionalism: Approaches others in a tactful manner, accepts feedback from others and applies feedback to improve performance
- ❑ Quality: Demonstrates accuracy and thoroughness, Looks for ways to improve and promote quality, Applies feedback to improve performance, Monitors own work to ensure quality
- ❑ Diversity & Ethics: Shows respect and sensitivity for cultural differences, treats people with respect, upholds organizational values.

Qualifications:

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.

Computer Skills:

To perform this job successfully, an individual should have intermediate-level experience using the **WordPress** website platform software; intermediate-level experience on email marketing software and platforms (**Constant Contact**), , expert-level proficiency with **social media** (LinkedIn, Twitter, FB, Snap), some familiarity with Contact Management (CRM) software and platforms such as **Salesforce**, experience with online event management platforms (especially **Splash**), and experience with Microsoft Word and Microsoft Excel; Intermediate-level proficiency in **Adobe InDesign** and some basic experience on related **Adobe Creative Cloud Suite** (Photoshop, Illustrator).

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Education/Experience:

Level 6: Prefer a Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience. Applicants with some college (less than B.A.) will be considered.

Language Ability:

Level 5: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. **Ability to write articles for publication** that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Math Ability:

Level 2: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Level 4: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Certificates and Licenses: N/A

Supervisory Responsibilities: N/A

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.

The noise level in the work environment is moderate (business office with printers, light traffic.)

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. While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to walk and reach with hands and arms.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

LAEDC is an equal opportunity employer.

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To apply, please email a cover letter (Why are you a good fit for this position?) and a resume to;

Rick.Moelis@laedc.org