



HUMAN RESOURCES DEPARTMENT

## POSITION DESCRIPTION

<b>TITLE:</b>	<b>Director of Marketing</b>	<b>LAST UPDATED:</b>	04/24/2014
<b>DEPARTMENT:</b>	Economic Development Corporation	<b>JOB CLASS:</b>	
<b>REPORTS TO:</b>	EDC Vice-President	<b>FLSA DESIGNATION:</b>	Exempt

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**Summary:** Under general supervision of the EDC Vice-President, the Marketing Director is responsible for developing and implementing pro-active and effective public relations and marketing programs to support and stimulate economic development in the City of Frisco.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

### Essential Job Functions:

- Develops and implements an annual public relations and marketing plan, coordinating with internal staff, to ensure effective and relevant techniques that promote the Corporation and City to targeted audiences.
- Manages development, production, and distribution of promotional and collateral materials by working with internal creative teams and external production vendors.
- Writes, develops and distributes related marketing and communication collateral materials such as brochures, fact sheets, newsletters, news bulletins, media advertising and other related materials regarding economic development events and projects.
- Researches and writes content for website, online newsroom, newsletter, digital media, collateral, media pitches, press releases, speeches and public presentations.
- Develops and maintains a web site with current information and news.
- Monitors and analyzes communications, marketing and media programs and adjusts strategy and tactics to increase effectiveness.
- Cultivates relationships with targeted members of the media and stakeholders of the corporation.
- Monitors targeted outlets to provide proactive issues management.
- Monitors daily engagement presence in networking sites, engaging with citizens on social sites, posting on relevant blogs and seeding content into social applications as needed.
- Plans and implements marketing, public relations and promotional activities and events in cooperation with internal staff.
- Implements marketing and proactive sales activities to generate new prospect leads in cooperation with internal staff.
- Manages various vendor contracts as designated by supervisor.
- Develops electronic presentations for specific purposes and audiences.
- Develops and publishes annual economic development report and other special reports.
- Develops and maintains current economic and demographic information for publication.
- Develops and maintains positive working relationships with vendors, customers, other agencies and EDC staff.

### Other Important Duties:

- Attends and represents the FEDC at certain events, meetings and conferences.
- Attends City events on evenings and weekends.
- Travels to attend meetings, conferences and training.
- May be required to work extended hours, evenings and weekends.
- Regular and consistent attendance for the assigned work hours is essential.
- Performs other related duties as assigned.

**Required Knowledge and Skills:**

- Knowledge of operations, services and activities of an economic development corporation.
- Knowledge of general business practices in the field of economic development.
- Knowledge of digital media production, delivery, theories, technologies, principles, concepts, methodologies platforms and applications.
- Knowledge of methods and techniques of developing and implementing communications, marketing and media activities in the field of economic development.
- Proven and substantive track record in formulating and driving marketing communications through digital engines targeting multiple audiences, as well as successful digital media campaigns that result in tangible results.
- Knowledge and experience of working with advertising agencies.
- Knowledge of Federal, State and Local media laws and regulations
- Proficient in the ability to translate business needs into creative media and marketing solutions.
- Proficient in effective oral and written communications.
- Skill use of computers and related equipment, hardware and software applicable to area of assignment.
- Skill in appropriate handling of politically sensitive and confidential information.
- Skill in organizing, prioritizing, tracking and managing multiple assignments and tasks.
- Ability to use creative judgment to control the quality of work produced by agencies..
- Ability to identify, analyze and evaluate new service delivery methods and techniques.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Ability to work under deadlines and stressful situations.
- Ability to work independently in a fast-paced environment.
- Ability to resolve problems quickly and effectively.
- Ability to handle sensitive and confidential business and client information.
- Must have strong interpersonal skills and be able to establish and maintain effective working relationships with a diverse range of job-related contacts.
- Willingness to be a team member with ability to be a team leader.

**Required Education, Training, Experience, Certificates, and/or Licenses:**

- Bachelor's degree in Public Relations, Communications, Marketing, Journalism or related field **and** minimum of three (3) years of increasingly responsible experience **or** equivalent combination of education and experience.
- Must pass a pre-employment drug screen, criminal background check and MVR check.
- Must possess valid State of Texas Drivers License.

**Environmental Factors and Conditions/Physical Requirements:**

- Work is performed in an office environment.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to extended periods of mental concentration, research and analysis.
- May be subject to standing, or sitting for extended periods, bending, reaching, kneeling, lifting and carrying such as retrieving or replacing files, records, collateral materials and setting up for meetings and special events.
- Must be able to lift up to 50 pounds.

**Equipment and Tools Utilized:**

- Equipment utilized includes personal computer, copier, calculator, fax machine, cellular telephone, multi-line telephone and other standard office equipment.

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*Approved By:*

Signed by Nancy Windham, EDC Vice-President  
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*Nancy Windham, EDC Vice-President*

04/24/2014  
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*Date*



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*Shannon Allyn, HR Generalist*

04/24/2014  
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*Date*