

## **Emerald Coast Regional Council**

### **Marketing and Outreach Director**



Emerald Coast Regional Council is one of ten regional councils in the state of Florida. For more than 55 years, ECRC has supported its seven-county region in technical assistance, economic development, and planning across a multitude of disciplines, programs, and services. ECRC team members enjoy a generous benefit package and true work/life balance as they serve the area known for community, growth, and the unrivaled beauty of the Emerald Coast.

**The Emerald Coast Regional Council is seeking a Marketing and Outreach Director.** Under the supervision and guidance of the Chief Executive Officer, the Marketing and Outreach Director works as a part of ECRC's core management team, directing and managing a team of professionals in marketing, outreach, and public relations; as well as performing advanced-level marketing and outreach work for the Emerald Coast Regional Council (ECRC). Responsible for creating opportunities and marketing materials to educate and inform the public on the planning process and programs available through the ECRC and the transportation and planning organizations it supports.

#### **EXAMPLES OF ESSENTIAL FUNCTIONS:**

- Leads ECRC marketing and outreach in conjunction with the Chief Executive Officer
- Works with senior management and outside organizations on developing a Council-wide marketing plan; coordinates interviews and fields questions from the media; creates and maintains brand standards for marketing pieces; solicits bids and coordinates with vendors
- Oversees all marketing materials created by marketing and outreach team
- Researches organizations and populations for outreach opportunities; researches traditionally underserved populations and develops methods to raise their awareness of transportation issues; creates a platform from which they can provide feedback
- Develops presentations to educate the public on the planning process
- Builds relationships with community leaders and the media
- Directs professional staff and provides appropriate programmatic training as needed
- Provides overall management of public involvement programs on behalf of ECRC
- Keeps Chief Executive Officer apprised of progress, meetings, reports, information and all materials relevant to public involvement of ECRC
- Responsible for updating information and manuals related to the public participation process
- Coordinates with consultants and interns as needed on large-scale campaigns
- Designs print pieces; writes articles, public service announcements and news releases; writes, edits and designs a monthly newsletter
- Ensures that all events meet specific federal regulatory compliance guidelines (i.e., Title VI, ADA); coordinates the annual Council-wide compliance training
- Documents all public involvement activities (mandated and elective) and reports findings to appropriate agencies and departments as required
- Creates and manages the social media content for the ECRC Facebook and Twitter pages as well as specialty social media pages for specific departments, programs and events
- Creates and manages content (written and graphical) on the ECRC website as well as updates content for other staff members
- Manages several databases of email subscribers and media

*(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other related duties as assigned.)*

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree in communications, marketing, or related field
- Ten (10) or more years' marketing and outreach experience with at least three (3) years of supervisory experience
- Must pass a pre-employment drug screen and background check

**PREFERRED QUALIFICATIONS:**

- Experience in public speaking
- Experience working for a government entity
- Strong knowledge of computers and software (Adobe Creative Suite, Mailchimp, Wufoo, etc.)

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Advanced knowledge of social media platforms and social media marketing
- Advanced knowledge of public/community affairs programs
- Advanced knowledge of email marketing programs
- Advanced knowledge of the Associated Press writing style
- Skill in the use of Microsoft Office products (Word, Outlook, and Excel) and Adobe Creative Suite
- Ability to speak and present information effectively to outside organizations, community groups and the public
- Ability to use critical thinking skills to arrive at solutions and suggest improvements to processes
- Ability to clearly communicate and understand information in English, both orally and in writing
- Ability to establish and maintain effective working relationships with those contacted in the course of work
- Ability to manage multiple priorities to ensure that deadlines are met

**PHYSICAL REQUIREMENTS:**

Tasks involve the ability to exert light physical effort usually involving some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 20 pounds). May involve some climbing, balancing, stooping, kneeling, crouching, crawling, walking or standing.

**ENVIRONMENTAL REQUIREMENTS:**

Tasks are regularly performed in a typical office environment without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

**SENSORY REQUIREMENTS:**

Tasks require sound and visual perception and discrimination. Tasks require oral communications ability.

**HOW TO APPLY:**

Please visit <https://www.ecrc.org/employment> to obtain an application and instructions regarding submission. Candidates will not be considered until both the application and resume are received.

*The ECRC is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the ECRC provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. ECRC is a Drug Free Workplace.*