



MARKETING COMMUNICATIONS MANAGER JOB DESCRIPTION

Invest Atlanta serves as the City of Atlanta's economic development agency advancing Atlanta's global competitiveness by growing a strong economy and building vibrant communities. Invest Atlanta is seeking a professional with a minimum of five years of marketing communications and public relations experience to provide day-to-day management of Invest Atlanta's integrated communications strategies and initiatives. Reporting to the Vice President of Marketing and Communications, the Marketing Communications Manager assists in the development of the marketing communications plans and executes them to favorably position Invest Atlanta with internal and external stakeholders.

The Marketing Communication Manager is responsible for developing and publishing of marketing communications content for online and offline media properties such as the Invest Atlanta website, blog, annual report, collateral materials, social media and other programs. The Marketing Communications Manager will also support event plans and speaking engagements. This role will be responsible for driving a social media strategy and publishing compelling content across Invest Atlanta channels. The candidate should be a digital champion and ready to help the agency increase its brand awareness and engagement online. The role requires an accomplished, enthusiastic writer ready to further their career in a fast-paced, collegial environment that offers new challenges and opportunities to grow.

KEY RESPONSIBILITIES

- **INTEGRATED COMMUNICATIONS:** Oversees day-to-day execution of integrated communications programs in support of strategic business objectives, including collaborating with the Vice President of Marketing and Communications and program teams on planning.
- **CROSS DEPARTMENTAL COLLABORATION:** Builds and maintains a working knowledge of all departments and program areas. Serves as a highly effective link between program teams and marketing for strategy, ideation and execution.
- **MESSAGE DEVELOPMENT:** Supports the creation of engaging messages, storylines and content for a variety of communications, media and channels, including online content, email, social media, presentations, video, web and collateral.
- **QUALITY CONTROL:** Collaborates across the organization to ensure communications are cohesive, meet Invest Atlanta standards and convey a consistent story to both internal and external stakeholders.
- **CONTENT DEVELOPMENT:** Oversees, develops and implements high-impact content for brand awareness, demand generation, PR and other promotional purposes, including website content, blog posts, social media posts, the Invest Atlanta annual report, presentations, press materials, etc.

- **INTERNAL COMMUNICATION:** Drafts internal communication, such as employee engagement communication, as needed.
- **EVENT COORDINATION:** Supports the execution of special events such as groundbreaking, ribbon cuttings and grand openings in collaboration with the Mayor's Office of Communications and other economic development partners.
- **SOCIAL MEDIA SUPPORT:** Drives social media engagement with the Invest Atlanta brand through the development and execution of social media strategies and an up-to-date, forward-looking content calendar for the agency and its departments.
- **AGENCY/CONSULTANT COLLABORATION:** Effectively manages relationships and projects with outside agencies and consultants supporting marketing and communications projects such as brand positioning, content development, public relations, website development and maintenance.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the principals and practices of marketing, public relations, digital communication and community relations.
- Excellent professional-level writing, editing and verbal communications skills with an ability to adjust communication for different audiences and channels and tell a compelling story.
- Capability to manage multiple projects under tight and sometimes competing deadlines with the flexibility to quickly shift gears when needed.
- Strong interpersonal skills with the ability to work closely with multiple internal teammates and external stakeholders as well as senior leadership.
- Experience maintaining the confidentiality of sensitive information.
- Functional knowledge of web technology and insights into digital communication.
- Proficiency in standard office software.
- Working knowledge of Adobe Creative Cloud, Word Press, social media engagement platforms and other software.
- Capable of operating with minimal supervision while consistently communicating status.
- Manage relationships with marketing communications counterparts in City of Atlanta government and other government agencies at the local and state levels.
- Analytical skills and the ability to draw meaningful conclusions and recommendations based on quantitative and qualitative data.
- Desire to take on a greater role and new challenges as the Invest Atlanta marketing organization evolves.

EDUCATION AND EXPERIENCE

- Bachelor's degree or higher in marketing, communications, public relations, business, journalism or a related field with five or more years of progressive marketing or communications experience in a corporation, government agency or marketing/PR agency.
- Experience working in government and/or public affairs is a plus.
- Worked for Government agency or non-profit and Strong Writer is a plus.

Resumes should be submitted to: jobs@investatlanta.com.

Invest Atlanta is an Equal Opportunity Employer. All qualified applicants, including but not limited to Minorities, Females, Disabled and Veterans are encouraged to apply.