

Marketing Manager

Position Description:

Marketing Manager is responsible for various marketing initiatives to support business attraction and expansion opportunities throughout the 9-county Greater Rochester – Finger Lakes Region of New York and the execution of the strategic plan of Greater Rochester Enterprise (GRE).

Essential Job Functions and Responsibilities:

Develop and implement marketing and communications materials in alignment with strategic marketing campaigns and critical business pursuits, including email marketing, website content, case studies, and public relations.

Manage social media messaging and associated design materials, including photographs of key project announcements.

Manage and design slide presentations to support business attraction and expansion throughout the region.

Understand, manage, and analyze business data and key regional assets to support business attraction and expansion throughout the region.

Support event planning, implementation, and on-site logistics as required.

Support state and local economic development partners in efforts to attract, retain and grow existing businesses in the region.

Essential Qualifications:

Must be an effective communicator – both written and verbal. Must demonstrate success in marketing, communications, and project management. Must be comfortable developing and delivering detailed presentations. Must have a bachelor's degree in a related field and at least three (3) years of related marketing experience. Demonstrate a knack for compelling storytelling that delivers results.

Professional Characteristics desired:

The ideal candidate is a team player with a high level of integrity, accountability, passion for excellence and comfortable multi-tasking within a high energy work environment.

Salary:

Salary range between \$65,000 and \$75,000, which will be commensurate with demonstrated skill and business experience. Comprehensive employee benefits package provided, including 401(k) retirement plan, medical and dental insurance.

Greater Rochester Enterprise is an equal opportunity employer.