



Marketing and Communications Manager

Overview:

L² Event and Association Partners contracts with the [NC Economic Development Association](#) (NCEDA) and the [NC Economic Development Association Foundation](#) (NCEDA Foundation) to provide the comprehensive management of each entity. L² is seeking a full-time Marketing and Communications Manager to perform a broad spectrum of tasks supporting the success of NCEDA and the NCEDA Foundation. The position is home-based, so the successful candidate must be a self-starter with independent judgment and initiative. The successful candidate will also be highly motivated, technologically savvy, team-oriented, resourceful, flexible, understand that no task is too big or too small to get the job done, and be comfortable managing multiple projects simultaneously.

The position requires semi-regular travel around the state for varying events/meetings. Due to the nature of the position, work outside of a traditional 8 am – 5 pm schedule will be expected, including some weekend and evening hours as needed to prepare for and manage events.

Job Description:

The ideal candidate will have experience in marketing and communications with strong written, oral and digital communication skills. Work is performed under the general supervision of the NCEDA Managing Director.

- **Lead strategic marketing and communications:**
 - Develop and implement a marketing and communications plan aligned with the Association and Foundation goals and objectives.
 - Ensure consistent branding across all channels, upholding the brand guidelines.
- **Lead internal and external communications:**
 - Coordinate and manage a communications plan to keep members and partners informed, including a bi-weekly e-newsletter, and creating an annual report.
 - Coordinate with Policy Director on messaging for NCEDA's advocacy efforts.
 - Write and disseminate all press releases, media alerts and informational documents.
 - Serve as the main point of contact for all media and address media requests. Track media coverage and work to expand and build meaningful relationships with an established media database.
- **Oversee digital marketing and branding:**
 - Develop and manage social media campaign to drive membership retention/recruitment and promote membership engagement and awareness.
 - Manage social media accounts and digital communications.
 - Manage the NCEDA website, including regular content updates and collaborating with the website designers to refresh the site.
 - Design new NCEDA PowerPoint template.

- **Enhance member engagement and event promotion:**
 - Create a cohesive plan to brand NCEDA and its collection of programs and services.
 - Design and manage event/webinar marketing to build awareness and drive attendance.
 - Develop scripts for NCEDA events/webinars and prepare remarks/presentations for staff and leadership.
 - Create a press release kit and other communication resources for NCEDA members.
 - Support Foundation initiatives with applicable marketing and communications strategies.
 - Assist with event logistics and AV as required.
- **Additional responsibilities:**
 - Identify grant funding sources to support existing and planned program activities for the NCEDA Foundation, as well as lead the writing and submission of grant proposals.
 - Other communications/marketing tasks as assigned.

The NCEDA and NCEDA Foundation management team is small but mighty. As part of a smaller work team, other responsibilities may arise supporting membership retention/recruitment, events and meetings, legislative advocacy/policy efforts, strategic partnership development and other miscellaneous tasks.

Knowledge, Skills and Abilities:

A bachelor’s degree and 3+ years of professional experience in marketing and communications. Association experience and experience in economic development and/or with trade associations is a plus. Experience with grant research, writing and submission is preferred. Completion of the Basic Economic Development Course within one year of employment is required (and paid for by the Association).

A positive demeanor with association members, staff, and vendors is a necessity. Candidate must be self-motivated with meticulous attention to detail and the ability to establish schedules and deliver based upon commitments. Candidate must have the ability to think strategically and perform tactically. Additionally, candidate must possess excellent verbal and written communication skills, advanced writing and editing/proofreading skills, design capacity to create appealing emails and social media images and the capability to multi-task. Exceptional interpersonal skills are required.

Proficiency with social media platforms and across a variety of computer and cloud-based programs, including Adobe Creative Cloud Suite, Microsoft Office Suite, Canva, CRM Platforms such as GrowthZone, WordPress, Box, Zoom, Mailchimp, SurveyMonkey and Dropbox.

Compensation:

Salary for this full-time position is commensurate with experience and competitive in the non-profit sector. Benefits package includes:

- Health insurance stipend and retirement plan
- Paid time off
- Flexible work environment
- Cell phone and gym membership reimbursement

Submission Guidelines:

Qualified candidates should submit a cover letter, resume and minimum salary expectations by March 23, 2024, to Liz Dobbins-Smith: liz@nceda.org.

About NCEDA:

NCEDA serves as the voice for North Carolina's economic development community – providing professional development, networking opportunities and advocacy to secure the state's economic future.

More than 900 economic development professionals and allies are members of NCEDA and recognize the value of effective economic development activities that recruit new investments in North Carolina's economy and support the growth of our state's existing businesses and entrepreneurial ventures. NCEDA supports their efforts through professional education and training, association networking opportunities, and advocacy of their interests through collaboration with the Economic Development Partnership of North Carolina, the North Carolina Department of Commerce and our state legislators.

Our members include professional economic developers at the local, regional and state levels, as well as professionals in allied fields, such as architects, commercial real estate developers, utility company representatives, and academics. Together, they share and promote a common vision for creating and sustaining economic prosperity for North Carolina.

About the NCEDA Foundation:

The NCEDA Foundation was created in 2020 to advance the economic development profession, enhance the knowledge and skills of economic developers, and strengthen the broad, statewide economic development community in North Carolina through funding professional development activities, research, and education programs, especially to underserved, distressed, and rural counties and economic developers across North Carolina.

The NCEDA Foundation focuses on these areas of work:

- **Scholarships** – The Foundation funds many professional development scholarships to enhance the knowledge and skills of economic developers. Scholarships are available statewide for a wide range of professional development training and target under-represented people and professionals working in underserved and distressed areas.
- **Research** – The Foundation supports research projects that advance the economic development profession and inform public policy.
- **Awareness** – The Foundation created the Economic Development Fellowship Program which will fund a summer Fellows experience for graduate-level students. The Foundation also provides financial support for community leaders and elected officials to learn more about economic development.
- **Fundraising** – Every NCEDA member is a donor to the Foundation through their dues, with the ability to make additional donations. The Foundation Fundraising Committee also solicits donations from companies, foundations, and agencies.