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## Communications & Marketing Coordinator (CMC)

The Clarion County Economic Development Corporation (CCEDC) has an exciting career opportunity in communications and marketing.

The CCEDC is the county's designated Tourism Promotion Agency. We are a fast-growing organization at the forefront of economic development and destination marketing for Clarion County, Pennsylvania.

Our team is on the lookout for a talented Communications and Marketing Coordinator (CMC). The CMC will work closely with our Tourism Director and play a pivotal role in crafting compelling narratives and executing impactful marketing tactics that showcase the wonders of travel and adventure in Clarion County. If you are passionate about leveraging communication and marketing to inspire wanderlust and promote unforgettable experiences, this is the perfect opportunity to embark on a dynamic career journey with ample opportunities for personal and professional growth.

### ❖ **Role Objectives:**

- Engage key internal and external stakeholders to effectively market and promote Clarion County.
- Promote Clarion County's tourism assets to encourage overnight stays for businesses and leisure travelers.
- Update and refine Clarion County's Tourism marketing strategy.
- Identify target audiences for Clarion County's Tourism marketing and promotion.
- Collaborate with regional partners.
- Work closely with Tourism Director to enhance office communications and marketing operations.

### ❖ **Specific Role Responsibilities:**

- Manage outbound digital communications: Hub Spot CRM, direct email marketing, and newsletter.
- Plan and coordinate production work with marketing and advertising agencies.
- Develop and build working relationships with agencies and partner organizations.
- Manage the tourism marketing membership program.
- Act as point person for stakeholders to reach out to.
- Coordinate print materials and quality control.
- Manage distribution of marketing materials.
- Assist with social media content generation and postings.
- Travel locally and regionally to represent and introduce Clarion County to external audiences.
- Manage stakeholder database and keep it up to date.
- Manage annual events promotion calendar.
- Logistical planning and oversight of key events.
- Liaise with local photographers and visual artists.
- Maintain the office media library.
- Develop and engage with base of volunteers.
- Source data and report on marketing performance with analysis and recommendations.
- Solicit stakeholders and partners of advertising, sponsorships, and co-marketing opportunities.

- Protect the CCEDC's brand identity and ensure effective application of branding guidelines across all channels and mediums.
- Ability to develop creative Ad designs (is a plus).

❖ **Qualifications:**

- Bachelor's degree from accredited university, preferred
- Valid driver's license
- 4+ years of marketing, communications, and event management experience
- Graphic design background is highly desired but not mandatory
- Self-motivated – able to manage projects with minimal direction
- Good attention to detail and sense of judgement
- Ability to be a strong team player
- Strong written and verbal communication skills
- Competent with MS Office and technology (e.g. Google Business Suite, Canva, HubSpot, Asana and/or any other digital marketing and communication platforms)

❖ **Hours/Travel:**

- Full-time position
- Local travel during business hours is to be expected.
- Occasional regional travel during non-business hours
- Occasional evening/weekend hours

❖ **Compensation:**

- Base salary range - \$40,000 – \$55,000, based on experience.
- Health Insurance stipend
- Retirement Benefits (401K, Roth 401K)

About the CCEDC:

The CCEDC is a non-profit, economic development organization in Clarion County, Pennsylvania. The organization supports the local economy by attracting wealth generating companies to the region, while connecting local businesses with the resources they need to grow and thrive. The CCEDC seeks to represent the county in a positive, forward-thinking fashion. Understanding the challenges within our local economic environment and finding holistic solutions that reflect and empower the community at-large is key to finding success within the CCEDC.