

Job Opening

February 28th, 2025

Marketing & Brand Manager

The Clarion County Economic Development Corporation (CCEDC) is seeking an experienced Marketing & Brand Manager to join our tourism team.

As the designated tourism promotion agency for Clarion County, we are a fast-growing organization at the forefront of economic development and destination marketing in Pennsylvania.

About the Role:

This role operates under the CCEDC's tourism arm, *Discover Clarion County*. The ideal candidate will oversee daily marketing operations, brand development, and event management to enhance engagement and strengthen brand presence. This role includes planning and executing comprehensive marketing campaigns while ensuring all visual and digital content aligns with the brand's vision and strategy.

Responsibilities:

- Plan and execute comprehensive and compelling marketing campaigns, from concept to production
- Creation of high-quality graphics, promotional materials, and digital content that align with the brand's vision.
- Design compelling visual narratives that engage target audiences and strengthen brand recognition.
- Collaborate with external agencies, designers, and vendors and maintain good relationships.
- Ensure Brand Compliance & Innovation - Uphold brand guidelines while exploring creative trends and innovations to keep branding fresh and impactful.
- Oversee the end-to-end process of event management - overall planning, enhancing attendee experience, manage the event budget, coordinate with vendors/ sponsors, assess post event performance to measure success and identify areas for improvement.
- Work closely with leadership to align brand strategies with market shifts and business goals.

Qualifications:

- Bachelor's degree from an accredited university
- Valid driver's license
- 5+ years of marketing, branding, and projects management experience
- Advance graphic design experience is a must
- Strong leadership skills - able to manage projects independently
- Strong critical thinking and sense of judgement
- Ability to be a strong team player and work in a fast pace environment
- Strong written and verbal communication skills
- Competent with MS Office and technology (e.g. Google Business Suite, Canva, HubSpot, Adobe Suite and 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 - \$50,000 - \$60,000 based on experience.
- Health Insurance stipend
- Retirement Benefits (401K, Roth 401K) matched

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.

