



## CITY OF MCKINNEY

### JOB DESCRIPTION

**JOB TITLE:** Director of Marketing & Research    **JOB CODE NO:** 9065  
**REPORTS TO:** President of MEDC    **SAFETY SENSITIVE:** No  
**FLSA:** Non-Exempt    **GRADE:** L

### SUMMARY OF POSITION

Under general supervision, this position will provide professional level support for the planning, implementation, and coordination of the City's Economic and Community Development programs. Duties will include conducting research, analyzing data, developing special reports, evaluating and responding to Request for Proposals (RFP's) for economic development purposes, and following up with prospects. Other responsibilities include assisting with marketing efforts and maintaining web and social media updates. This position does not provide direction to other employees.

### DUTIES AND RESPONSIBILITIES

Gathers and prepares data for studies and reports; coordinates activities with other departments and agencies as needed.

Updates MEDC and MDCDC websites as well as running social media outreach for both organizations.

Prepares written correspondence for information requests.

Coordinates the evaluation and timely completion of all RFP questionnaires.

Follows up with prospects in timely and efficient manner following trade shows and/or trade missions.

Maintains all current demographic information and in-house databases, including prospect and inventory database.

Develops PowerPoint presentations and marketing materials for board meetings, prospect presentations, and trade shows.

Conducts custom research for economic development projects.

Coordinates and attends site visits with prospective companies.

Assists in writing and developing MEDC Annual Economic Development Report.

Assists in preparing Board Packets for the monthly board meetings.

Implements and maintains effective project management (CRM) software.

Assists with accounts payable / accounts receivable as well as other administrative duties as needed.

Assists with other projects and activities as directed.

Complies with all written City policies and procedures.

Adheres to assigned work schedule as outlined in City and department attendance policies and procedures.

### **KNOWLEDGE, SKILLS, ABILITIES, AND BEHAVIORS**

Knowledge of business administration and advanced secretarial practices and procedures.

Knowledge of public relations and customer service practices and procedures.

Knowledge of computers and related equipment, hardware and software applicable to area of assignment.

Knowledge of research, analysis, interpretation and report development of complex administrative issues including legal and financial.

Intermediate knowledge of standardized financial, accounting and auditing practices.

Knowledge of Microsoft Office software including Outlook, Excel, Word, and PowerPoint.

Knowledge of Apple software and products.

General Knowledge of CRM software solutions for project management.

Ability to work in a team environment; contribute as a team member and treat co-workers, subordinates and customers with respect.

Ability to work under little supervision and take ownership of tasks and projects.

Build professional relationships with internal staff and customers.

Offer flexibility and adaptability, especially during times of change.

Communicate effectively both orally and in writing.

### **MINIMUM QUALIFICATIONS**

Bachelor's Degree in Economic Development, Business Administration, or a related field, supplemented by two (2) years of experience in municipal economic development, sales and marketing, or other relevant experience.

**Any work related experience resulting in acceptable proficiency levels in the above Minimum Qualifications is an acceptable substitute for the above specified education and experience requirements.**

### **PREFERRED QUALIFICATIONS**

Master's degree or equivalent work experience in research and / or marketing via social media outreach.

### **PHYSICAL DEMANDS**

May be subject to repetitive motion such as typing, data entry and vision to monitor. May be subject to extended periods of standing, bending, reaching, kneeling and lifting such as setting up for meetings and events, transporting equipment, or materials and supplies. Must be able to occasionally lift up to twenty-five (25) pounds.

### **WORK ENVIRONMENT**

Work is performed in an office setting, off site and at special events.

**SUPPLEMENTAL**

The above statements describe the general nature and level of work being performed as of the date of preparation and approval. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. The job description does not constitute an employment agreement between the employer and employee, and all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**ORIGINAL DATE ISSUED:**

**REVISION ISSUE DATE:**

**APPROVED BY:**

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Director of Human Resources      Date

\_\_\_\_\_  
Department Director      Date