



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 planning coordinating and directing MEDC and MCDC marketing efforts and maintaining web and social media updates under the general supervision of the MEDC and MCDC Presidents. 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 MCDC 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.

Assist with preparation and management of annual marketing budget.

Plans and implements marketing initiatives for MEDC – MCDC under the general supervision of the MEDC and MCDC Presidents.

Places advertising and promotional buys within the marketing budget with President's approval.

Acts as primary Liaison with internal communications department and MEDC – MCDC marketing partners and consultants.

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 marketing practices and mediums.

Knowledge of the field of economic development.

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

