

The Fayetteville Cumberland Economic Development Corporation (FCEDC) is seeking a dynamic professional to serve as Marketing Specialist. This position will join our established team and lead the development and deployment of our marketing efforts at the local, state, national and international levels. FCEDC celebrates an inclusive environment and believes diverse backgrounds contribute to successful collaboration and innovation.

THE IDEAL CANDIDATE WILL HAVE:

- Bachelor's Degree in marketing, public/media relations, communications or related field, with a minimum of three years' experience or a Master's Degree in marketing and communications or equivalent field
- In-depth experience in visual storytelling, content creation across traditional and digital platforms, and writing short and long format copy
- Expertise in Adobe Creative Suite programs, MS Office applications, social media management, email campaign management, SEO, and WordPress or other website development tools.
- Collaborative nature with the desire to build positive working relationships with external community organizations, partners, Board Members, and stakeholders
- A passion for representing Fayetteville and Cumberland County as a prime location to conduct business and have an outstanding quality of life
- Experience in event coordination is a plus

Primary responsibilities include:

- Development and implementation of multi-faceted marketing programs
- Developing brochures, reports, flyers, videos, etc. to promote the community and its assets
- Creating and propagating relevant social media, digital presentations, and website content
- Maintain the FCEDC and "Can Do Carolina" brand through messaging and visuals
- Engaging with and cultivating good relationships with community members, media representatives, print vendors, and contractors
- Conducting economic development research (demographics, wage rates, employment data, etc.) and translating into meaningful copy and infographics for a variety of audiences
- Assisting Communications Director in deployment of scheduled communications with various target audiences, designed to positively influence internal and external perceptions of the community, including social media, press releases, and events.

This position serves as the chief marketing officer and is considered mission critical for FCEDC's success. Interested persons must submit a letter of interest, resume, and relevant work samples to info@fayedc.com.

Supervisory Responsibilities: This position works as part of a collaborative team but currently has no direct reports. In the future, this position may have one or more direct reports.

FCEDC is an equal opportunity employer and considers applicants without regard to race, religion, sex, national origin, age, marital or veteran status, the presence of a non-job-related medical condition or handicap, or any other legally protected status.