



## Job Description

**Job Title:** Marketing Manager  
**Reports To:** VP Advertising  
**FLSA Status:** Exempt  
**Salary Range:** \$45,000-50,000  
**Location:** Orlando

### **BASIC PURPOSE:**

The marketing manager is responsible for planning and implementing a variety of advertising/marketing programs in print, online, electronic media, social media and direct marketing to achieve Enterprise Florida, Inc's. (EFI) goals for promoting Florida as a top business destination as well as building awareness of EFI as the primary economic development organization for the state.

### **ESSENTIAL ACCOUNTABILITIES or TASKS:**

This position will manage and implement the national and international marketing and advertising campaign for EFI. The marketing manager will:

- Participate in the Media planning and buying process with the VP. Oversee marketing initiatives in print, web, digital, social media and mail formats.
- Manage the trafficking of ad placements and delivery of creative materials to vendors and ensure contract compliance and deliverables are met.
- Manage drafting copy/content for marketing campaigns, collateral and promotional materials and the EFI website, and research information required for content.
- Track, measure and analyze marketing program results for KPIs to determine program effectiveness; assist VP with media budget plan oversight.
- Ensure that marketing and advertising plans coordinate with EFI communications programs and themes.
- Working in partnership with the creative services director, manage messaging and creative direction for media placements and other projects as needed.
- Manage inquiries received through marketing campaigns and ensure appropriate follow-up.
- Identify and recommend new marketing opportunities.
- Support additional responsibilities as assigned.

### **SUPERVISION:**

None

**ACCOUNTABILITY: Impact and Scope:**

Responsible for staying within marketing budgets and compliance with vendor contracts.

**MINIMUM QUALIFICATIONS REQUIRED:**

- Bachelor's degree in marketing, advertising, business, communications or related courses of study
- 1-3 year's experience or familiarity with marketing/advertising agency activities; ability to manage projects
- Highly organized and motivated, detail-oriented with an ability to meet deadlines and prioritize assignments from multiple sources
- Excellent verbal, written and presentation communication skills
- Analysis, research, writing and editing skills with strong attention to detail
- Intermediate-level skills with Word, Excel and PowerPoint, and database management

**PREFERRED QUALIFICATIONS:**

- Experience or familiarity with economic development/B2B practices
- Experience with CRM software such as Salesforce
- Experience with marketing automation software such as Pardot

**Please submit resume thru job posting on Indeed.com**

*EFI is subject to the Public Records Law and the Sunshine Law; therefore, submissions to this job announcement could be subject to public disclosure.*