



### Job Description

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

#### **BASIC PURPOSE:**

The marketing manager is responsible for developing and implementing a variety of social media campaigns, collaborating with various EFI departments, implementing, and streamlining project intake while assisting with 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 be responsible for developing and executing a comprehensive social media plan, leading internal project management, and providing marketing support for various EFI events. The marketing manager will be responsible for the following:

- **Social Media management**
  - Oversee day-to-day management of paid social media and organic campaigns and posts while ensuring brand consistency
  - Develop paid social marketing campaigns to support our brand efforts and ensure proper targeting
  - Content graphic design and creation
  - Develop a paid social marketing strategy to help promote EFI events and initiatives
  - Collaborate with division personnel on the process for submitting posts from the EFI departments
  - Manage EFI Facebook, LinkedIn, Twitter, and Instagram.
  - Provide monthly reports on channel performance with detailed analytics
  - Develop and lead a monthly Social Media meeting with EFI points of contact
  - Work closely with advertising to ensure a seamless approach and consistent messaging for campaign launches and ongoing advertising efforts
- **Project Management**
  - Develop and oversee a project intake system and become a liaison with each EFI department. Work closely with International and BD on project requests and setting expectations.
  - Assign and monitor due dates, deliverables, and revisions for internal and external projects
- **EDO communication and outreach**
  - Actively liaison with marketing and communication contacts at local EDO's. Support and lead a bi-monthly marketing meeting.
- **Support marketing efforts of Team Florida Partnership Program**
  - Manage Team Florida LinkedIn Campaign, and monitor performance metrics
  - Manage added value social media plan
  - Overseeing marketing approvals and contracting for Team Florida members
  - In conjunction with Director of Creative Services, create & update new Team Florida collateral materials to solicit/promote memberships
  - Support special event marketing and planning
- **Support marketing related needs to other events as needed**

**SUPERVISION:**

None

**ACCOUNTABILITY: Impact and Scope:**

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

**MINIMUM QUALIFICATIONS REQUIRED:**

- 1-3 years' experience or familiarity with marketing/advertising activities
- Highly organized and motivated, detail-oriented with an ability to meet deadlines and prioritize assignments from multiple sources
- Ability to manage projects
- 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
- Strong understanding of social media tools such as Buffer, Sprout Social, Hootsuite, etc.
- Creative thinker
- Able to develop innovative content
- Strong sense of design and experience with the Adobe Suite
- Excellent communication and presentation skills
- Up to date on latest social media trends (hashtags, topics, and platforms)
- Ability to use and navigate most forms of social media and ability to identify new trends

**PREFERRED QUALIFICATIONS:**

- Bachelor's Degree in marketing, communications, advertising or related.
- B2B marketing experience
- Graphic design experience
- Experience working with an agency or third-party vendors
- Previous experience in a social media management role.
- A strong portfolio of growing audiences on social media platforms for brands.
- Knowledge of google analytics
- Working knowledge of SEO principles
- Experience in Salesforce or other CRM software

Send resume with salary history to: [hrdirector@enterprisefflorida.com](mailto:hrdirector@enterprisefflorida.com)

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