



Job Description

Job Title:	Vice President, Marketing
Department:	Marketing & Communications
Reports To:	Chief Operating Officer
FLSA Status:	Exempt
Pay Band:	\$90,000 - \$105,000)
Approved By:	Robert Schlotman
Approved Date:	December 2020

BASIC PURPOSE

The Vice President of marketing is responsible for developing and directing a comprehensive and integrated national, international and industry-focused marketing strategy to promote the state of Florida as a business super-state. Ensure EFI works with Stakeholders to collectively promote Florida's business advantages.

ESSENTIAL ACCOUNTABILITIES or TASKS

- Develop and oversee a comprehensive national, international and industry-focused marketing strategy to promote Florida as a business super-state and to generate opportunities for job creation.
- Identify changes in the marketing environment and conduct competitive analyses, and evaluate and adjust the marketing strategy as needed.
- Assist in providing strategic direction for the development of the Team Florida Partnership.
- Help generate revenue to support an ongoing campaign to promote the state for business and manage the budget.
- Develop strategy for an interdepartmental proactive marketing campaign for lead generation.
- Establish metrics and analyze marketing programs to measure marketing ROI and determine value and effectiveness. Incorporate results into the strategic development of future marketing plans.
- Develop and manage new strategic programs to improve marketing Florida's competitiveness, such as a buildings and sites online database.
- Oversee compliance on department contracts.
- Build and manage a marketing team to achieve corporate and department objectives. Facilitate cross-functional teams to develop strategies for effective interdepartmental market programs.
- Work with EFI Stakeholders to positively promote Florida's business advantages. Manage Stakeholder relationships with regards to marketing issues.

SUPERVISION

Direct reports are VP Advertising, Marketing Director, Director of Creative Services, Marketing Events Manager, Marketing and Communications Coordinator.

ACCOUNTABILITY:

Responsible for building and managing the overall marketing and communications budget and ensure cost efficiencies.

MINIMUM QUALIFICATIONS REQUIRED (Describe the amount and type of knowledge / experience required to perform the essential accountabilities or tasks, including any certifications or professional licenses)

- BA / BS in Marketing, Communications, Public Relations or related field
- 10+ years experience in marketing
- Requires experience with negotiating and managing external vendors, advertising or public relations agencies
- Demonstrated ability to interface with senior leadership and partners in areas requiring critical thinking and good judgment
- Excellent verbal, written and presentation communication skills
- Proven planning, budget and project management skills

PREFERRED QUALIFICATIONS (Describe any additional knowledge / experience that you would like to see, but is not required for consideration)

- MBA degree
- Advertising or public relations agency background
- Project management experience

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.

No phone calls or agencies please.