



Manager, Marketing Position Description

Company Overview

[San Diego Regional Economic Development Corporation](#) (EDC) mobilizes business, government and civic leaders to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC works to attract, retain and expand companies and the talent pool across the region's three traded economies: military, tourism and innovation.

EDC has a staff of 20, a board of directors, and multiple committees that work to carry out the organization's mission. EDC also manages World Trade Center San Diego, a body that drives EDC's international economic development agenda.

General Function

The Marketing Manager will implement and provide input on EDC/San Diego's digital marketing strategy. This position will primarily be responsible for *owned* and potentially *paid* channels, although an understanding of earned channels is also essential.

This position reports to the Director, Marketing & Communications.

Specific duties and responsibilities

Program Management

- *Global Marketing* - Develop content for a global branding strategy including web copy, pitch decks, search strategies and other brand initiatives; Develop scopes and RFPs and manage agencies of record and vendors.
- *Website* - Manage re-skin of EDC's website; maintain content and develop content marketing strategies; assist with EDC's positioning efforts
- *Industry leadership* - Work with economic development managers to market specific programs and industries (as assigned).
- Other projects as assigned.

Marketing / Communications

- Deliver services and programs as a member of the marketing /communications team, with a targeted focus on developing and maintaining tools associated with a global branding strategy.
- Support development of collateral and communication pieces to inform companies, investors, board members and partners.
- Implement and provide input on strategy surrounding EDC's digital channels. Lead email marketing, SEO and other content and search strategies.
- Manage the collection of success stories and news relevant to EDC business attraction, retention, and expansion services on assigned industry sectors, projects and compose contributions to newsletters and reports.
- Research, write and edit original website, blog, case studies and digital copy.
- Provide logistical and planning support for specific programs such as the release of research products and studies.

Administrative

- Assist with management of content, contacts, research and other databases.
- Contribute to marketing/communications reports with metrics and progress.
- Assist Marketing & Communications Director as needed.

Qualifications

- University degree.
- Minimum of **three years** of agency, business or project management experience.
- Knowledge of San Diego/California economy and related industry sectors. Knowledge of economics, trade and other key issues impacting the regional economy is also helpful.
- Exceptional writer with immaculate attention to grammar and detail.
- Knowledge of graphic design programs and U/X. Ability to work in and design basic templates in Adobe Creative Suite is extremely helpful.
- Understanding of digital marketing strategies including email marketing targeting, media planning CRM/CMS tools, SEO and content creation.
- Familiar with AP style.
- Familiar with basic syntax and markup such as HTML.

Qualities

- Self-directed and motivated team player with ability to manage multiple tasks under pressure.
- An inquiring mind with a strong desire to learn.
- Integrity drives work and interactions with others.
- Creative solution-finder who can get things done with limited resources.

This is a full-time, salaried position with excellent benefits. EDC offers a collaborative working environment in San Diego's vibrant downtown.

Interested candidates, please send resume, cover letter and a 500 word max writing sample to Sarah Lubeck at SL@sandiegobusiness.org with the subject line "EDC Marketing Manager." This position is open until filled.

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