

Do you possess creative and innovative ideas to reach and connect with target audiences and key stakeholders?

Do you want the opportunity to stretch and flex your marketing muscles and help shape the business landscape of a thriving local economy in Montgomery County, Maryland?

Are you an expert at marketing, and know a little bit about Economic Development and MoCo's driving force, the life sciences industry?

If you answered yes, then we want you to come join our team as **Marketing Strategist** and make positive and lasting economic change and work with us as we help build and develop our robust economy.

Montgomery County Economic Development Corporation (MCEDC) is a dynamic organization that helps promote business growth in key industries in Montgomery County, Maryland. Working at MCEDC is an opportunity to grow the largest and most vibrant economy in Maryland, which is approaching \$100 billion per year. Montgomery County is the leading economic driver of Maryland and has 1.1 million residents eager for your contribution. Our expert team of economic development professionals focus on growing a diverse cross-section of businesses here – including life sciences, technology, cybersecurity, defense and hospitality. We help accelerate business growth for companies, foster entrepreneurship, and leverage our incredible resources, including 18 federal agencies and 38 federal labs that are headquartered in Montgomery County.

As **Marketing Strategist** for economic development, you will collaborate with the Business Development team to develop and implement comprehensive marketing strategies that advance the objectives of MCEDC's attraction, retention, and expansion strategy.

#### **Essential Functions/Duties/Tasks:**

##### **Marketing Campaigns:**

- Conceptualize and execute marketing campaigns for the Business Development team.
- Utilize digital marketing, content marketing, and traditional marketing techniques to reach target audiences.
- Measure and analyze campaign effectiveness, making data-driven adjustments as needed.
- Create and execute communication strategies aligned with economic development objectives.

##### **Business Development Engagement:**

- Develop and maintain relationships with internal and external stakeholders, including the Business Development team, government agencies, businesses, and community organizations.
- Craft and disseminate compelling messages and narratives that advance the objectives of the Business Development team and communicate the county's value proposition and competitive advantages.
- Create and manage a variety of communication channels, such as newsletters, websites, social media, and Public Relations campaigns.

### **Marketing Integration:**

- Align communication strategies with Business Development team.
- Ensure consistent messaging and branding across all communication channels.
- Measure and analyze campaign effectiveness, making data-driven adjustments as needed.

### **Project Management:**

- Develop project plans, timelines, and budgets, ensuring adherence to deadlines and financial constraints.
- Coordinate with cross-functional teams and external partners to achieve project milestones.
- Monitor project progress and implement appropriate mitigation strategies to ensure objectives are met.

### **Industry Analysis and Strategy Development:**

- Conduct in-depth research and analysis of each targeted industry to identify market trends, opportunities, and challenges.
- Provide data to support the development and implementation of strategic plans, projects, initiatives, and messaging to promote economic growth, innovation, and competitiveness within the targeted industries.
- Collaborate with internal and external stakeholders to align industry development strategies with broader economic goals and objectives.

### **Data Analysis and Performance Measurement:**

- Gather and analyze relevant economic and industry data to evaluate the effectiveness of economic development programs and initiatives.
- Develop and maintain performance metrics and indicators to measure the impact and success of targeted industry development efforts.
- Prepare regular reports and presentations to communicate key findings and recommendations to stakeholders and senior management.

### **Required knowledge, skills, and abilities:**

- Understanding of the targeted industries, including life sciences, technology, nonprofits/entrepreneurship, hospitality, real estate, and women/minority-owned businesses. Knowledge of key players, market dynamics, emerging trends, and competitive landscape within these industries is essential.
- Ability to conduct comprehensive industry analysis, identify market trends, opportunities, and challenges, and translate them into actionable strategies.
- Strong capability to develop and implement projects, initiatives, and messaging to promote economic growth, innovation, and competitiveness within the targeted industries.
- Excellent project management skills, including the ability to handle multiple projects simultaneously, manage cross-functional teams, and deliver results within tight deadlines.
- Proficient in data analysis, with the ability to gather and interpret complex economic and industry data to evaluate the effectiveness of development programs and initiatives.

- Familiarity with performance measurement and the ability to develop and maintain relevant metrics and indicators to assess the impact and success of industry development efforts.
- Exceptional communication and presentation skills.
- Self-motivated, proactive, and possessing an entrepreneurial mindset, demonstrating a genuine passion for economic development.
- Demonstrated ability to develop and implement strategic plans and initiatives to drive economic growth and attract businesses.

**Preferred Experience:**

- 5-7 years of proven experience in a similar strategic role, preferably in economic development, business consulting, or related industries.
- Familiarity with economic development strategies, best practices, and principles.
- Experience in developing marketing campaigns, creating compelling messages and utilizing various marketing channels to promote economic development.

*Montgomery County Economic Development Corporation is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by law.*