

ARMSTRONG COUNTY

BUSINESS/MARKETING COORDINATOR

Position Description

Exempt

OVERALL OBJECTIVE OF JOB:

Coordination and implementation of projects and programs that support business retention and business attraction, as well as commercial, office, and industrial development projects within Armstrong County. This position will coordinate and implement the Armstrong County Industrial Development Council (ACIDC) Annual Marketing Plan and the Business Calling Program. This position will also provide professional support to the Department of Economic Development.

ESSENTIAL FUNCTIONS OF JOB:

Primary responsibilities are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned.

- Coordinate outreach to build strong relationships between the business community and the county.
- Conduct business retention visits through the established Business Calling Program. As a result of visits, logs all relevant data into customer relationship management program.
- Respond to calls and emails requesting information about programs and services facilitated by ACIDC.
- Compile and analyze data collected and input into customer relationship management program and prepare a variety of reports for internal reference and for use in applying for grants.
- Prepare and update collateral and marketing materials with the aid of appropriate vendors while maintaining the scope of work identified in marketing plan.
- Assists in site selection analysis by preparing information packets for and working with developers, engineers, realtors and area landowners.
- Assists with preparation of proposals to clients and responds to inquiries/requests for information.
- Designs and implements marketing / outreach materials to ensure exposure to the various business support programs that are offered. This is done through print publication, web site management, e-newsletters, direct mail and other applicable mediums.
- Coordinates preparation and participation in trade show and targeted market outreach
- Facilitates and participates in prospect tours.
- Attend networking and marketing events as appropriate.

MINIMUM QUALIFICATIONS:

To do this job successfully, an individual must be able to perform each essential duty satisfactorily. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change. The requirements listed below are representative of the knowledge, skill and/or

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ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION/TRAINING: - **Minimum** - Bachelor Degree and six (6) months of directly related experience in an economic development, business attraction, community development, planning or a related field. Proficiency in the use of the Internet, computer software programs i.e., word processing, Excel, PowerPoint.

EDUCATION/TRAINING: - **Preferred** - Bachelor's Degree from an accredited college or university with major course work in, public or business administration, economic development urban planning, finance, or a related field.

Two (2) or more years' experience in economic development or related field

Familiarity with desktop publishing, graphics programs, Adobe and QuickBooks is desired but not required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in both small and large formal settings in addition to business casual events. Must possess ability to function independently, have flexibility and the ability to work effectively with public, co-workers and others. Must be able to speak and understand the English language in an understandable manner in order to carry out essential functions of job.

Computer Skills: Must be comfortable operating computers, photocopies, and other office equipment as necessary

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several working groups. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

SUPERVISION RECEIVED:

Receives occasional to frequent instruction/supervision from Supervisor in regard to daily work duties.

SUPERVISION GIVEN:

None.

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WORKING CONDITIONS:

- Works indoors in adequate office space, with adequate lighting, temperatures and ventilation.
- Normal exposure to noise and stress, but subject to frequent disruptions.
- Normal indoor exposure to dust/dirt.
- Travels occasionally when needed to perform essential functions of job.
- Periodically works irregular hours including evenings and weekends.
- May have to travel to other locations as required.
- Occasionally works outdoors with average to icy roads, dirt, noise, vibrations and odors and normal exposure to weather conditions such as rain, and/or humid conditions, wind, snow, and heat.

PHYSICAL/MENTAL CONDITIONS:

- Physical Ability: Tasks require the ability to exert light physical effort including, but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds and less).
- Dexterity requirements range from coordinated movements of fingers/hands, feet/legs, and torso as necessary to carry out job duties. May involve extended periods of time in seated position and at a keyboard or workstation with intermittent periods of standing, walking and occasional bending, twisting, stooping and reaching.
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- Must be able to pay close attention to details and concentrate on work.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.

I HAVE READ THE ABOVE POSITION DESCRIPTION AND FULLY UNDERSTAND THE REQUIREMENTS SET FORTH THEREIN. I HEREBY ACCEPT THE POSITION BUSINESS DEVELOPMENT COORDINATOR AND AGREE TO ABIDE BY THE REQUIREMENTS AND DUTIES SET FORTH. I WILL PERFORM ALL DUTIES AND RESPONSIBILITIES TO THE BEST OF MY ABILITY.

Signature of Employee

Date

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Signature of Supervisor

Date

In compliance with the Americans With Disabilities Act, the Employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the Employer.