



**FLORIDA'S**  
Great Northwest

## **MARKETING/BUSINESS DEVELOPMENT MANAGER JOB DESCRIPTION**

**POSITION:** Marketing/Business Development Manager  
**REPORTS TO:** President & CEO  
**STATUS:** Exempt  
**LOCATION:** Niceville, FL

### **ABOUT FLORIDA'S GREAT NORTHWEST**

Florida's Great Northwest (FGNW) is the regional economic development organization for the Florida Panhandle. The organization is an investor-supported 501(c)(6) nonprofit corporation created to advocate, collaborate and promote Northwest Florida for economic growth and diversification. To accomplish its mission, FGNW partners with the economic development organizations of the 12 counties in the region (Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Liberty and Franklin), the regional utilities, the state economic development organization, local workforce boards, educational institutions, private sector businesses, and many more across Northwest Florida.

### **POSITION OBJECTIVES AND PURPOSE:**

The marketing/business development director is responsible for developing strategy and implementing programs that are impactful, remain on time, within budget and on point to promote Northwest Florida and generate opportunities to compete for job creation projects. Florida's Great Northwest is a small but mighty organization. Each staff member is critical to the organization's success and plays an important role in positively impacting the economic future of Northwest Florida.

### **ESSENTIAL FUNCTIONS:**

Essential functions are fundamental job duties. They do not include marginal tasks, which are also performed but are incidental to the primary functions. The omission of specific statement of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Develop strategic marketing/business development plans, implementation plans, budget, goals and measures prior to the start of the new fiscal year. Provide specific program, quarterly and year end reports. Develop materials to communicate information to partners and Board. Stay on track and on budget. Review overall program results and recommend shifts in direction as needed.
- Oversee creation of new FGNW website, manage website vendor, gather and write content, launch the new site, provide website maintenance and reporting. Keep website content fresh.
- Develop, manage and implement business development events, such as consultant events, business development missions and trade shows. Attend events as budget allows

- Proactively push out positive news about Northwest Florida. Develop a content calendar, gather information from across the region, write content and push out to site consultants, targeted business executives and media through eblasts, news releases, website/social posts, or manage PR agency to implement, if budget allows. Respond to editorial requests to promote Northwest Florida
- Manage the organization's social media accounts. Regularly post positive news about Northwest Florida. Utilize LinkedIn as a business development tool
- Help develop and implement new proactive marketing programs for business development, including direct marketing programs to generate opportunities to compete for job creation projects
- Manage and support regional marketing initiatives (particularly those that help our rural communities) such as those deemed advantageous for the EDO partners, Northwest Florida Made, North Florida Corridor and Aerospace Alliance
- Develop materials for marketing and business development efforts. Gather input from EDO partners, conduct research and pull data to support content information needs, manage creative agency and traffic materials
- Respond to inquiries and distribute leads to EDO partners, and put mechanisms in place to better generate and track leads. Utilize Salesforce to manage and track information
- Support the needs of potential prospects, such as regional site visit coordination and business development proposals and presentations
- Manage and preserve the FGNW brand and ensure external promotions by staff and EDO partners are effective and on point
- Negotiate and manage contracts with vendors to implement programs. Ensure contract compliance and deliverables are met
- Identify and analyze new marketing opportunities and meet with sales reps, as well as monitor existing opportunities to measure effectiveness
- Cultivate positive relationships with targeted audiences and stakeholders
- All other duties as assigned

*The preceding statements are intended to describe the general nature and level of work being performed by people assigned this classification. They are not to be construed as an exhaustive list of all job duties performed by personnel so classified.*

#### **MINIMUM QUALIFICATIONS REQUIRED:**

- Bachelor's degree in marketing, communications, or public relations
- 5-7 years of experience in developing and implementing marketing and communications plans
- Experience working with or working for an ad/digital/creative agency
- Excellent verbal, written and presentation communication skills
- Highly organized, detail-oriented with an ability to meet deadlines and prioritize assignments from multiple sources
- Strong planning, budget, time management and project management experience
- Good research, writing and editing skills with strong attention to detail
- Creative thinker and problem solver
- Advanced skills with Word, Excel and PowerPoint, and database management

**PREFERRED QUALIFICATIONS:**

- Master's degree in marketing, communications or public relations
- Marketing, advertising, communications, web, public relations agency background
- Strong understanding of marketing/business development concepts and strategies
- Worked in economic development
- Business-to-business marketing experience
- Sales experience
- Copywriting experience
- Experience with managing social media accounts
- Experience with Salesforce, iContact, SurveyMonkey

**EXPERIENCE AND SKILLS REQUIRED**

- Must have a positive attitude and work well with a team in a fast-paced environment where priorities can change at any time, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality.
- Must have proven customer service skills and be comfortable in dealing with a wide range of business professionals.
- Must exhibit strong attention to details and deadlines; must have good time management, be able to multi-task and be skilled at establishing courses of action for self and others to ensure work is completed efficiently.
- Possess a basic understanding of economic development fundamentals or willingness to learn
- Demonstrate strong communications and public relations skills coupled with the ability to influence others in a positive manner.
- Have ability to work with others, present ideas and opinions effectively, verbally and in writing.
- Must be proficient in office software including but not limited to Microsoft Word, Excel, Outlook, PowerPoint, and Adobe Acrobat.
- Possess the ability to adapt to new technologies when introduced in the organization.
- Must maintain a valid driver's license and possess a reliable means of transportation.
- Must be able to lift up to 30lbs.

*Salary and title will be commensurate with qualifications and experience.*