

Position Title: Marketing & Events Manager
Reports To: CEO & WMAA Program Director
Department: Marketing

Exempt / Non-Exempt: Exempt
Status: Full-time
Date: December 1, 2023

Organization

Greater Muskegon Economic Development (GMED) is the county-wide economic development agency dedicated to supporting local business. The focus is to leverage public and private investment to accelerate business growth and the creation of high-quality employment opportunities in Muskegon County. West Michigan APEX Accelerator (WMAA) operates as a department of GMED, but is separately funded by State and Federal resources. West Michigan APEX Accelerator (WMAA) is a non-profit Department of Defense (DoD) program that assists businesses and entrepreneurs with government contracting and helps to communicate how to work with the government on all levels; federal, state and local.

Job Description

Summary

The Marketing & Events Manager is responsible for leading marketing efforts for GMED and WMAA and event management to promote Muskegon County and West Michigan as a prime destination for business growth and investment. You will be responsible for developing and implementing marketing and event strategies that elevate both the GMED and WMAA brands, clients, and investors. You will be the primary employee planning and managing events, and creating engaging experiences that support our mission and objectives for our investors and the business community at-large.

Purpose

As Marketing & Events Manager, you will play a pivotal role in promoting economic development initiatives and driving awareness of our region as a prime destination for business growth and investment.

- Marketing strategies, planning, and implementation
- Event ideation, planning, and management
- Content development and graphics management for digital and printed materials
- Investor and Stakeholder Engagement
- Budget Management
- Data Analysis and Metrics Reporting

Responsibilities

Brand Awareness and Marketing:

- Collaborate with senior leadership to develop and implement marketing strategies that align with the organization's goals and objectives.
- Develop and execute marketing strategies to promote economic development initiatives, attract businesses, and enhance the region's reputation.

- Ensure consistent branding and messaging across all marketing materials and communications, reinforcing the organization's identity and reputation.
- Create compelling and informative content, including blog posts, press releases, social media updates, and marketing collateral to promote our region's economic advantages.

Digital Marketing:

- Oversee digital marketing efforts, including websites, email marketing, social media, blogs, newsletters, and online advertising, and promotions to reach target audiences and drive engagement.
- Assist the economic development team with packaging responses to inquiries that are distributed to GMED from companies, site selectors, partners, the website, or other trusted channels.
- Arrange for photography of investors, businesses, community events, staff outings, etc. to promote our brand and our investors.

Event Planning & Management:

- Plan, coordinate, and execute a variety of events, including a signature event, conferences, seminars, networking sessions, training workshops, webinars, and business summits, to connect stakeholders, businesses, investors, and partners.
- Arrange and host the occasional prospect visit, ensuring all needs are met, contacts and connections are made with appropriate partners, and that the community is displayed favorably.
- Source and negotiate contracts with vendors, including caterers, venues, decorators, and entertainment, ensuring quality and cost-effectiveness.
- Monitor and manage event budgets, tracking expenses, registrations, promotional announcements and ensure adherence to financial guidelines.
- Develop detailed event plans, including budgets, timelines, and task lists, and manage event databases to ensure that all aspects of the event are well-organized and planned flawlessly.
- Oversee all logistical aspects of events, including setup, teardown, and on-site coordination, to ensure a smooth and stress-free experience for attendees.
- Identify and mitigate potential risks associated with events, such as security concerns or logistical challenges.
- Gather feedback from clients and attendees to assess the success of events, identify areas for improvement, and make recommendations for future events.

Communications & Public Relations:

- Assist with authoring press releases at the direction of the President and issue them on a pre-determined schedule.
- Collaborate with internal teams, government agencies, community partners, and other stakeholders to coordinate and align press releases and project announcements.

Administrative/Reporting:

- Develop and manage the overall marketing and events budget efficiently, allocating resources to maximize the impact of campaigns and events.
- Responsible for goal setting and updating the marketing score card for Board meetings.
- Monitor and analyze the performance of marketing campaigns and events, using key performance indicators (KPIs) to make data-driven decisions and continuously improve efforts.
- Assist with quarterly reporting and data collection.
- Maintain a consistent professional development plan, including 20 hours per year.

Qualifications

Education

- Bachelors degree in marketing, communications, business, public affairs, or equivalent field.
- A minimum of four years of experience in marketing, event planning, or related field.

Skills & Experience

- Proficiency in digital marketing, including social media and email marketing.
- Excellent written and verbal communication skills.
- Demonstrated ability to manage multiple projects simultaneously.
- Proficiency with marketing analytics and data-driven decision-making.
- Creative thinker with a track record of innovative marketing campaigns and successful event management.
- Strong interpersonal and relationship-building skills.
- Budget management experience.

Physical Requirements

- Ability to lift 30 lbs, talking, seeing, hearing, reaching, handling, and carrying.
- Ability to sit/stand at a desk in an office environment for extended periods of time.
- Ability to drive to meetings, appointments locally and regionally. Occasionally overnight State-wide/National travel and stay necessary.

Working Conditions

- Inside desk work, office environment in a flexible office-based/work from home schedule. Schedule determined by internal policy and reviewed annually.
- Frequent offsite meetings in a variety of different businesses and environments.

*Note: This job description is intended to convey information essential to the understanding the scope of the Marketing Manager position. It is not intended to be an exhaustive list of qualifications, duties, or responsibilities. Responsibilities may evolve to meet the needs of the organization. *