



Rockville Economic Development, Inc./Maryland Women's Business Center Position Description

Rockville Economic Development Inc (REDI) is a non-profit organization established in 1998 by The City of Rockville to serve as the economic development agency for the City, helping businesses launch, locate and expand in Rockville. In 2010, REDI established the Maryland Women's Business Center (MWBC) to help women throughout the region start and grow businesses positioned for long term growth in our community, through training, business counseling and resources. Our busy office hosts more than 50 workshops a year and we interact with more than 1,000 people through our various services and programs. We encourage you to learn more about REDI at www.rockvilleredi.org and the MWBC at www.marylandwbc.org

TITLE: Marketing & Communications Manager
ACCOUNTABILITY: Reports to the Managing Director, MWBC
STATUS: Consultant (30-40 hrs per week), non-benefited

DUTIES AND RESPONSIBILITIES:

Marketing

- Manage marketing efforts for all MWBC satellite locations
- Work with the Managing Director on branding and public relations activities
- Prepare and/or edit organizational publications for internal and external audiences
- Develop promotional products such as: quarterly newsletters, press releases, marketing kits, and success stories
- Conduct market/business research to expand outreach opportunities
- Develop statewide marketing plan
- Maintain and update website on regular basis
- Manage all social media platforms, i.e. blogs, Facebook, LinkedIn, Instagram, Pinterest, Twitter, etc.
- Work with Training & Events Manager and Office Manager to publicize workshops through flyers, newsletters, eblasts, social media, external websites and listserves
- Coordinate with REDI's public relations/graphic design firm in creating new marketing material

Outreach

- Represent the MWBC at outreach events
- Conduct community outreach activities as appropriate through occasional networking and speaking engagements to promote the activities of the MWBC
- Occasionally do outreach presentations in areas of small business development and marketing
- Assist in the development of strategic partnerships with complimentary organizations, corporations, and community leaders to further the mission of the organization

- Identify and recruit volunteer professionals to offer counseling sessions and collaborate with Training & Events Manager to ensure high quality counseling standards are met

Fundraising

- Assist Managing Director with fundraising and grant writing activities, and strategize on creative ways to bring in additional funding
- Develop relationships with key resource partners in the region to assist with sponsorship opportunities
- Assist in the development of sponsorship packages for special events, workshops, marketing materials, and website

Other

- Meet objectives as stipulated in the annual performance goals
- Timely completion of forms, documentation and reports as required by the Managing Director include:
 - ✓ *Monthly Reports (Scorecards)* - completed and due by 2nd Friday of each month.
 - ✓ *Strategic Partnership File Updates* - submitted on an ongoing basis
- Write articles occasionally in area of expertise
- Identify, support and supervise interns
- Provide information, training, and assistance in area of expertise to counselors as needed
- Perform other duties as required and appropriate to the objectives of this position and the needs of the organization
- Adherence to the REDI/MWBC policies and procedures, the strategic plan, and the MWBCs most current proposal goals

POSITION REQUIREMENTS

- Undergraduate degree in Marketing or a related discipline
- Five years of relevant marketing experience
- Experience in development and implementation of marketing plans
- Experience in public relations and promotions, including newsletters, press releases, and marketing kit development
- Strong analytical skills and attention to detail
- Excellent communication skills, oral and written
- Public speaking skills and/or training experience
- Strong leadership and organizational skills
- Ability to work with diverse groups
- Interpersonal skills to interact with a variety of clients and staff
- Familiarity and experience with women's business ownership issues
- Experience in IT, website maintenance, and e-commerce
- Must have excellent computer skills and knowledge of the following:
 - Microsoft Office Suite
 - Desktop Publishing (i.e. Adobe InDesign)
 - Constant Contact
 - CRM Software
 - Social Media
 - Webinar Set-up (i.e. Adobe Connect)
 - Video editing

Compensation: Competitive

To apply, please send cover letter, resume, and three references to the MWBC, 51 Monroe Street, Rockville, MD 20850 or via email, with "Marketing & Communications Manager Position" in the subject line to: admin@rockvilleredi.org. Applications will be accepted until candidate is selected.