Position Description

Position Title: Manager, Digital Marketing and Public Relations

Reports to: VP, Marketing and Communications

Posted: January 2022

The South Bend - Elkhart Regional Partnership is a 501c6 nonprofit regional economic development organization dedicated to advancing the economy in the South Bend – Elkhart region.

South Bend - Elkhart Regional Partnership is a collaboration of the economic development partners from 47 smart connected communities in northern Indiana and southwest Michigan focused on a long-term systemic approach to advance the region’s economy by aligning the efforts of various stakeholders around five key areas:

- Educating a world-class workforce
- Recruiting and retaining great talent
- Attracting and growing high-wage industries
- Promoting inclusion
- Helping entrepreneurs thrive

Position Objective

This position is responsible for creating and marketing digital content on behalf of the South Bend – Elkhart Regional Partnership. This individual will support all web content, from initial strategy to day-to-day updates and management of our public-facing platforms including social media to ensure alignment with organizational goals. This individual will report to the Vice President of Marketing and Communications and work closely with program staff and other subject matter experts to develop content which will help educate and engage.

Primary Responsibilities

Social Media

- Develop engaging content for all social media platforms
- Collaborate with the communications team and other departments to create a social media calendar which ensures our communication strategy to the public is executed cohesively across social platforms
- Monitor social media channels, respond to social media outreach from the public (when applicable), stay up to date with the latest industry trends, and analyzing the performance of posts
- Develop, implement, and manage social media strategy
- Produce all social media content for the office: utilize photos and content from the field for posts and create unique, valuable content across all social platforms (Twitter, Facebook, LinkedIn, and Instagram)
- Generate, edit, publish, and share content (original text, images, video) that builds meaningful connections and encourages engagement
- Measure the success of social media reach and continuously improve by analyzing social data/metrics, insights, and best practices
Public Relations
- Develop and maintain media relationships with grassroot, local, state, and relevant trade publications
- Proactively pitch relevant programming and alerts to targeted media
- Foster a positive net promotor score with media outlets
- Identify opportunities for leadership team members to serve as subject matter experts

Marketing and Communications
- Assist writing and copy-editing monthly newsletters, press releases and other official communications
- Assist with photo and video production to be used across multiple outlets/communication tools (i.e., social, website, etc.)
- Work closely with staff to ensure proactive and accurate messaging
- Generate, curate, and execute web, social media, print, blog, and other media content
- Manage Salesforce CRM, and utilize Pardot application, including distribution lists of various stakeholders
- Implement regional community outreach, marketing, and stakeholder management strategies, including production of communication such as the annual report, stakeholder reports, grant reports, and press releases
- Maintain consistent, clear communication with the VP, Marketing and Communications regarding all events and project development

Event and Presentation Support
- Attend events and produce social media content when available, help direct social media opportunities
- Manage or support office celebration and event planning efforts, including follow-up with internal and external stakeholders
- Assist with the development of any presentations given by the South Bend – Elkhart Regional Partnership office to ensure presentation quality, accuracy, and alignment with office-style guide
- Prepare to serve as the tech support for presentations and press conferences

Experience:
At least 2-3 years of experience coordinating or managing cross-sector or cross-functional teams, projects, or events. Demonstrated experience in community relations or engagement, project management and event planning for growing and/or entrepreneurial teams and organizations is preferred. Proficiency in MS Office suite products including PowerPoint required. Familiarity with Salesforce or similar CRM required.

Education:
Bachelor’s degree. Coursework in social sciences, economics, economic development, public administration, business administration, marketing, communications, or related area preferred.
Required Skills:
- Demonstrated experience developing engagement methods to diverse stakeholders
- Affinity to new technology adoption required
- Positive work attitude and a consistent, dependable work ethic
- Strong organizational strategic thinking skills
- Demonstrates excellent communication skills (verbal and written)
- Experience planning and/or implementing events
- Great customer service and interpersonal skills
- Dependable, consistent, results-oriented

This description covers the primary purpose and principal duties of the job. It is not intended to give all details or a step-by-step account of the way each procedure or task is performed.

Cultural Competencies and Commitment
- Entrepreneurial spirit
- Exhibits high integrity
- Ability to be proactive and take initiative
- Demonstrated success working in teams
- Hardworking, humble approach to work
- Consistently provides quality results
- Responsible work ethic

- Demonstrated cross-cultural competency
- Highly motivated by challenges
- Value and vision driven
- Positive can-do attitude
- Well organized habits
- Reliable with a ready-to-help disposition
- Positive approach to problem solving

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The successful candidate must submit to a required background check prior to the first day of employment. A background check may consist of, but not limited to, a criminal history check, employment reference check, social security and address verification, drug tests and an education verification. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, disability, sex, age, ethnic or national origin, marital status, sexual orientation, gender identity or presentation, pregnancy, genetics, veteran status, or any other status protected by state or federal law.
Salary and Benefits
Salary commensurate with experience. Benefits include medical, retirement, paid holidays, vacation and sick days.

How to Apply
E-mail cover letter, resume, and references as attachments to Jenny Wertenberger at jwertenberger@southbendelkhart.org, mail to: South Bend - Elkhart Regional Partnership, 635 S. Lafayette Blvd., Suite 123, South Bend, IN 46601. E.O.E.