

MANAGER, DIGITAL MARKETING

JOB OVERVIEW

The Greater Phoenix Economic Council (GPEC) is seeking a Manager, Digital Marketing to join our MarComm team. The position reports to the Senior Vice President of Marketing and Communications. The Manager, Digital Marketing will be responsible for implementation of key digital functions (marketing automation, social media, digital ads, SEO, analytics) and digital measurements to help uncover marketing trends and opportunities.

The position is expected to shape and drive content and brand positioning aligned with annual objectives, and is designed to ensure strong engagement with GPEC stakeholders.

RESPONSIBILITIES

- Manage GPEC social media channels for the organization
- Manage GPEC's marketing automation platform (Marketo) while evaluating opportunities for improvement
- Build GPEC's brand through digital platforms
- Support the MarComm team with updates to the website and analytical reviews
- Understanding of SEO best practices and implementation strategies
- Deliberate planning and goal setting to support brand awareness, engagement and conversions
- In partnership with the MarComm team, produce multiple blog posts per month
- Social media, including developing the strategy and implementation for Facebook, LinkedIn, Instagram and Twitter; including but not limited to developing a content strategy, promoting posts and developing an ad strategy
- Support the development of global digital marketing strategies
- Champion thought leadership on how to leverage existing and emerging technologies to propel the company's digital marketing strategy and ultimately, success for our clients
- Identify gaps in account performance and makes recommendations for improvement and optimization

KEY RESULTS EXPECTED

- Development and deployment of a comprehensive digital strategy that is innovative and dynamic





- Understanding of GPEC's strategic initiatives and application of these objectives in body of work
- Strong relationships among partner organizations and stakeholders
- Effectiveness in working with all departments at GPEC to execute plans
- Frequency in communication of progress and results to MarComm team and senior staff

DESIRED QUALIFICATIONS

- Bachelor's degree in communications, marketing, journalism or related field
- Three or more years of related experience
- Knowledge of Marketo or similar automation tool preferred
- Basic knowledge of video production a plus
- Familiarity with AP Style
- Exceptional organizational skills
- Strong project management skills, including the handling of multiple projects simultaneously
- Excellent communication skills (both verbal and written)
- Experience working in a team-oriented environment
- Analytic and data driven perspective
- Strong capacity for multi-tasking and meeting tight deadlines
- Self-starter with the ability to think creatively and work effectively with small teams
- Vast knowledge of the marketing technology landscape to lead and drive the strategy, development and execution of all digital marketing plans and emerging media initiatives based on client requirements and needs
- A solid understanding of the dynamic interactive marketing industry (fundamental marketing principles, web and app development, mobile optimization, measurement and analytics, internet technology, UI/UX, content strategy, etc.) and the ability to "connect-the-dots" across channels and touch points

APPLICATION INFORMATION

Salary range is dependent on experience & offers a full range of benefits. Qualified candidates should respond by sending a confidential resume with salary history via email to jobs@gpec.org or regular mail to:

GPEC
Attn: Martha Miner
2 N. Central Ave., Suite 2500
Phoenix, AZ 85004

NO PHONE CALLS PLEASE.



ABOUT THE GREATER PHOENIX ECONOMIC COUNCIL

Established in 1989, the Greater Phoenix Economic Council (GPEC) actively works to attract and grow quality businesses and advocate for the competitiveness of Greater Phoenix. As the regional economic development organization, GPEC works with 22-member communities, Maricopa County and more than 160 private investors to accomplish its mission, and serve as a strategic partner to companies across the world as they expand or relocate. Consistently ranked as a top national economic development organization, GPEC's approach to connectivity extends beyond the fabric of the community. Known as [The Connected Place](#), Greater Phoenix is in a relentless pursuit of innovative and entrepreneurial technology-focused companies that are committed to changing the game. As a result, GPEC has fueled the regional economy by bringing more than 740 locates, by creating more than 130,000 jobs and has contributed a capital investment of \$14.8 billion over the past 29 years. For more information about GPEC, visit www.gpec.org or follow us on LinkedIn, Facebook and Twitter.

GPEC VALUES

- We are an inclusive, diverse family
- We lead from the front
- We are change agents
- We promote intellectual curiosity
- We remain on the edge
- We are agile and adapt to change
- We are tenacious
- We are committed to selfless service

GPEC is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, sex, sexual orientation, gender identity or expression, national, social or ethnic origin, age, genetic information, disability, or veteran status.

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