



CITY OF MCKINNEY

JOB DESCRIPTION

JOB TITLE: MEDC Marketing & Social Media Manager
REPORTS TO: MEDC President
FLSA: Exempt

JOB CODE: 9283
SAFETY SENSITIVE: No
GRADE: 19

WORKING FOR THE CITY OF MCKINNEY

Working for the City of McKinney is more than a job. It is an opportunity to make a meaningful difference in the lives of others. It is also an opportunity to have a hand in the development of one of the fastest growing communities in the nation. Proudly recognized on the Top Workplaces USA list by USA TODAY, our team is dedicated to making McKinney one of the best places to work, live, and raise a family. That's why we exist. Join us and start making a difference today.

OUR CORE VALUES

City of McKinney employees work hard and at a very fast pace. However, we also look after and support one another. All of us are guided by four employee-inspired values – Respect, Integrity, Service, and Excellence (RISE). We are also supported by servant-based leaders who foster and support a healthy, family-oriented culture. All new employees are expected to embrace and live by our core values and commit to helping us sustain our exceptional work environment as a high performance organization.

SUMMARY OF POSITION

The Marketing & Social Media Manager is a key player in the organization, driving the promotion and visibility of the MEDC's initiatives and services to a local, national, and international audience. This position is responsible for developing and executing comprehensive marketing strategies, managing social media channels, and creating engaging content to attract and retain businesses, promote innovation, and enhance community engagement. The role requires a strong background in marketing, excellent communication skills, a deep understanding of social media platforms and trends, and experience in delivering special events and other community engagement functions. The position demands creativity, strategic thinking, the capacity to effectively lead a team, and the ability to collaborate effectively with internal and external stakeholders.

GENERAL EXPECTATIONS FOR ALL EMPLOYEES

In order for us to continue to achieve our primary function of making McKinney a better place to live, work, and raise a family, we hold these expectations for all employees.

- Learn and demonstrate an understanding of how team, department, and City goals are interconnected.
- Contribute to a positive work culture.
- Maintain regular and reliable attendance.
- Ability to assess his/her work performance or the work performance of the team.
- Contribute to the development of others and/or the working unit or overall organization.
- Ability and willingness to work as part of a team, to demonstrate team skills, and to perform a fair share of team responsibilities.
- Ability to continuously learn and develop through a mix of internal and external training opportunities, and if applicable, encourage subordinates to do the same.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create and execute integrated marketing plans that support the organization's economic development objectives.
- Develop branding and messaging strategies to enhance the organization's identity and outreach efforts.

- Manage and grow the organization's social media presence on platforms such as Facebook, Twitter, LinkedIn, Instagram, and others.
- Develop engaging content, including posts, videos, and graphics, tailored to each platform's audience.
- Oversee the creation of marketing materials, including brochures, newsletters, press releases, and website content.
- Ensure all content is consistent with the organization's brand and messaging.
- Manage, design, and order SWAG, mementos, and similar collateral.
- Plan and execute marketing campaigns to promote key initiatives, events, and programs.
- Monitor and analyze campaign performance, adjusting strategies as needed to optimize results.
- Help plan, organize, and execute events, including conferences, seminars, workshops, social gathering, innovation fund events, hospitality suites, group meetings, consultant tours, and community gatherings.
- Coordinate logistics, promotions, and post-event follow-ups to ensure successful and impactful events.
- Develop and produce a podcast series that highlights local business success stories, economic development initiatives, and community events.
- Manage all aspects of podcast production, including scheduling, scripting, recording, editing, and promotion.
- Foster relationships with City Departments, local businesses, community leaders, media outlets, and other stakeholders.
- Represent the organization at events, conferences, and community meetings to promote its mission and initiatives.
- Track and report on marketing and social media metrics to assess effectiveness and inform future strategies.
- Utilize tools such as Google Analytics, social media analytics, and other tracking tools to measure impact.
- Create and deliver presentations at Board meetings and other public event.
- Provide direction and mentorship to direct report(s).

OTHER JOB FUNCTIONS:

- Perform other duties as assigned or directed.

KNOWLEDGE, SKILLS, ABILITIES, AND BEHAVIORS

- Ability to embrace and embody the City's core values of Respect, Integrity, Service, and Excellence (R.I.S.E.).
- Ability to communicate effectively with peers, supervisors, subordinates, and people to whom service is provided.
- Ability to produce desired work outcomes, including quality, quantity, and timeliness.
- Ability to plan and organize work, time, and resources, and if applicable, that of subordinates.
- Knowledge of computers and related equipment, hardware, and software applicable to area of assignment.
- Act as the lead authority and promoter of the brand, ensuring consistent brand expression through all consumer and cultural touch points, both external and internal.
- Oversees the annual marketing plan. Develop and manage the annual marketing budget. Use data and analytics to drive decisions. Develop analytical metrics (KPIs) to measure brand experience and to assess progress toward goals.
- Writes and sends direct mailings and e-mail communications to specific audiences with targeted marketing messages.
- Coordinates and writes specific content for MEDC websites, collateral marketing pieces, advertisements, digital media, and marketing surveys.
- Drives a strategic approach to reputation building thought leadership, demand generation, sales enablement, and market intelligence.
- Skilled at understanding how to use targeting and market segmentation to build integrated messaging and campaigns.
- Collaborate with cross-functional team to drive improvement in marketing sourced, lead conversion rates, and tracking of marketing influenced pipeline.

- Knowledge of research, analysis, interpretation, and report development for economic development marketing.
- Knowledge of aspects of digital media platforms and applications.
- Knowledge and experience working with advertising, public relations and other marketing related agencies working within a strategic plan with measurable objectives.
- Creative/innovative thinker with the ability to generate and/or adapt the new marketing techniques and methodologies.
- Ability to work in a team environment; contribute as a team member and treat co-workers, subordinates, and customers with respect.
- Ability to work under little supervision and take ownership of tasks and projects.
- Build professional relationships with internal and external customers.
- Offer flexibility and adaptability, especially during times of change.
- Communicate effectively both orally and in writing.

MINIMUM QUALIFICATIONS

Any work related experience resulting in acceptable proficiency levels in the below Minimum Qualifications may be an acceptable substitute.

Bachelor's Degree in Public Relations, Communications, Marketing, Journalism, or a related field, supplemented by a minimum of three (3) years of experience in sales, marketing, communications, economic development, or other relevant experience.

PREFERRED QUALIFICATIONS

Experience in Economic Development research and/or marketing preferred.

CONDITIONS OF EMPLOYMENT

- Must pass a drug screen and background check.
- Must have Class C Texas Driver's License.

PHYSICAL DEMANDS

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing, and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods at a keyboard or workstation. Some tasks require visual perception, discrimination, and oral communications ability.

WORK ENVIRONMENT

May be subject to repetitive motion such as typing, data entry and vision to monitor. May be subject to extended periods of standing, bending, reaching, kneeling, and lifting, such as setting up for meetings and events, transporting equipment, or materials and supplies. Must be able to occasionally lift up to twenty-five (25) pounds. Work is performed in an office setting, off-site and at special events.

The above statements describe the general nature and level of work being performed as of the date of preparation and approval. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. The job description does not constitute an employment agreement between the employer and employee, and all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

The City of McKinney is an equal opportunity employer (EOE) committed to an alcohol / drug free workplace and to providing equal opportunities regardless of age, race, color, gender, religion, national origin, marital status, veteran status, disability or any other legally protected status.

Original Issued Date: Sep. 16, 2021

Revision Issue Date: Aug 2, 2024