



Marketing and Investor Relations Manager

POSITION SUMMARY:

Under general direction, the Marketing and Investor Relations Manager is responsible for communication efforts to continue the facilitation of new business while supporting the vitality of existing industry in the County. The Marketing and Investor Relations Manager is responsible for creating, maintaining and implementing the BCEDC's Business Retention and Engagement Program. The Marketing and Investor Relations Manager is responsible for communicating BCEDC's activity and results to stakeholders. The Marketing and Investor Relations Manager will demonstrate the ability to work with Beaufort County businesses, municipal departments, and regional partners to resolve complex problems, provide support, and connect them with available resources.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinates and supports development and maintenance of investor relations (private sector fundraising) program
- Maintain, implement, and continuously improve BCEDC Retention and Expansion Program.
- Organizes and facilitates industry roundtables and business retention events.
- Manage communication to board, stakeholders, and existing industry
- Manage key stakeholder engagement events – RBC Heritage, MCAS Air Show, etc.
- Provide monthly newsletter to board and stakeholders
- Work with partnership organizations to involve BCEDC in their events (Don Ryan Center, Beaufort Digital Corridor, Hilton Head Island-Bluffton Chamber, Beaufort Regional Chamber of Commerce).
- Work with marketing vendors on monthly blogs, website updates, and social media updates
- Supports various businesses and stakeholders by developing close working relationships.
- Coordinates with regional partners for the retention/expansion of existing Beaufort County businesses acting as a liaison with workforce development, infrastructure, and utility resources.
- Prepares detailed written reports, database updates and presentations on business activities, industry sectors and market trends.



- Tracks activities and updates the BCEDC Customer Relationship Management System (CRM - epluse).
- Manages multiple projects.
- Plans, develops, implements and manages special projects both directly and indirectly related to economic development, as assigned.
- Attends professional development training and stay current on new economic development trends, ideas and practices.
- Attends BCEDC meetings and provides presentations.
- Performs other duties as assigned.

EDUCATION AND EXPERIENCE REQUIREMENTS

- Requires bachelor's degree, and three (3) years of related work experience. Five (5) years of related work experience preferred.
- An equivalent combination of education and experience may be considered.

CERTIFICATIONS AND LICENSES REQUIRED

Requires South Carolina Driver's License or ability to obtain a driver's license within 6 months of date of hire.

Completion of an IEDC accredited Basic Economic Development Course within 6 months of date of hire.

LOCATION: Beaufort County, South Carolina

SALARY: \$55,000 – 65,000

TO APPLY SEND RESUME TO – jotoole@beaufortscedc.org

BCEDC is an equal opportunity employer and considers applicants without regard to race, religion, sex, national origin, age, marital or veteran status, the presence of a non-job-related medical condition or disability, or any other legally protected status.