



## Position Description

Corporate Entity:	Greater Mankato Growth, Inc.
Job Title:	Marketing & Communications Manager

Position Type:	<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	<input type="checkbox"/> Contractor	<input type="checkbox"/> Intern
	<input checked="" type="checkbox"/> Exempt (salaried)	<input type="checkbox"/> Nonexempt (Hours _____ / week)		

### POSITION SUMMARY

The Marketing & Communications Manager position focuses on the execution of all external marketing and communication strategies, tactics and materials providing critical business information, while positively positioning Greater Mankato Growth, Inc., business units and the regional marketplace.

This role will be responsible for steady brand management; fluent and frequent media and communication interaction and expertise; managing the creation of innovative and engaging design and marketing/communication products; and providing support as necessary for all marketing positions and responsibilities.

### PRINCIPAL ACCOUNTABILITIES, FUNCTIONS & TASKS

- 1) Brand Management
  - ensure brand standards are followed for all internal and external marketing and communications materials
  - oversee the development, creation and maintenance of sub-branding standards for events, programs, etc.
  - ensure existing brand standards/messaging and appropriate integration and brand alignment across Greater Mankato Growth, Inc., its business units and the multitude of audiences we interact with.
  - ensure the execution of targeted campaigns to effectively feature and promote the brand
- 2) Media and Agency Relations – serve as the primary contact for the organization
  - serve as organizational contact for all media calls
  - manage media relations both locally and non-locally to build positive relationships and organizational credibility
  - prep and coach professional staff prior to interviews
  - manage organizational crisis communications (when necessary)
  - provide oversight to the creation and pushing of media releases
  - research current trends in hospitality industry to keep press materials and media pitches fresh and accurate
  - facilitate media visits to ensure that coverage includes desired core messages
  - act as a liaison with firms that either produce public relations materials, advertising and marketing collateral or that provide vehicles for marketing and communications
  - manage messaging, tools, and interaction with the multitude of audiences we interact (e.g. members, municipal partners, general business community, general community, etc.). This includes monitoring for brand alignment and appropriate messaging for letters, presentations and speeches,

reports, proposals which effectively communicate with key audiences (e.g. members, business development opportunities, talent, community, external marketplace)

3) Marketing & Communications

- Planning & Management: Work closely with leadership to develop marketing plans and manage those plans to ensure they are executed
- Websites: Oversee the major function and navigation elements of the Greater Mankato Growth Inc. and business unit websites, electronic communication and social media
- Tools & Trends: Stay in tune with and implementing most effective tools and tactics, as well as identifying and embracing emerging trends which will offer the organization and regional marketplace a competitive advantage

4) Production & Design Vision

- drawing on one's creativity (artistic sense), maintain and improve upon the fresh, inspiring, engaging and still cost-effective impact of the organization's material, publication, and event production
- provide direct leadership and production, working closely with executive leadership, on marquee events for the organization (e.g. GMG, Inc. – Annual Meeting, Annual Report, Hall of Fame; GreenSeam; REDA Annual Report; Mankato Marathon; etc.)
- participate in & contribute to the development of event and program project plans, working with event and program directors on the development of their plans, particularly those elements related to marketing and communications, including target audience identification, key message creation and identification of appropriate communications tactics

5) Support of Marketing & Communications Operations

- be engaged in the creation of marketing & communications strategies and plans
- assist with setting and achieving financial objectives for marketing plan
- tracking related P&L's (budgets) responsibilities

6) Lead market and customer research

- monitor and manage key metrics to analyze and report on results of campaigns, initiatives and strategies
- provide market/customer intelligence by driving quantitative and qualitative customer and prospect research and monitor competition and industry trends
- use website data and research to identify trends and behaviors that can drive strategy

7) Miscellaneous duties as assigned

*The essential functions of the Position identified above are directly related to marketing and communications, and require the employee to exercise discretion and utilize his/her independent judgment with respect to day to day activities and fulfillment of the essential functions.*

**COMPETENCIES (EDUCATION & TALENT)**

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> <li>• 4 year degree in Marketing, Communications or other related field of study and/or have at least 3 years applicable work experience</li> <li>• professional presence</li> <li>• good habits in attendance and punctuality</li> </ul>	<ul style="list-style-type: none"> <li>• 5 years marketing and/or communications experience with a community based organization</li> </ul>

	<ul style="list-style-type: none"> <li>• ability to travel both in and out of state, which may include overnight stays, outside of regular business hours (requires a valid driver's license)</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• experience with work in marketing and communications of community and/or member based organizations, or related activities</li> <li>• communication tactics and technologies (i.e., publications, media relations, social media, advertising)</li> <li>• small and large scale campaign designs, prioritization, and project management</li> </ul>	
Knowledge	<ul style="list-style-type: none"> <li>• proficiency with office technology and software applications</li> <li>• ability to research, compile and manage information</li> </ul>	<ul style="list-style-type: none"> <li>• awareness of key Greater Mankato characteristics, assets and stakeholders</li> <li>• knowledge of the business/economic development and community development industry (Chambers, EDC's, Tourism, Downtown Development)</li> <li>• knowledge of the Adobe Creative Suite</li> </ul>
Skills & Ability	<ul style="list-style-type: none"> <li>• creative writing and copy proficiency</li> <li>• ability to formulate and effectively execute innovative strategies and campaigns</li> <li>• capability to work in a fast-paced, multi-faceted environment, able to simultaneously handle multiple task and priorities</li> <li>• strong organizational and time management skills</li> <li>• strong attention to accuracy and detail</li> <li>• proactive approach in anticipating needs of staff and organization</li> <li>• flexibility and adaptability to changing work, program and service environment</li> <li>• strong interpersonal skills</li> <li>• strong professional written and verbal communication skills</li> <li>• customer centric, with quality customer service skills</li> <li>• ability to exercise independent judgment and take initiative</li> <li>• ability to maintaining confidentiality</li> <li>• ability to represent the organization and deal effectively with members, elected officials, civic bodies, business and industry leaders, and the public</li> </ul>	<ul style="list-style-type: none"> <li>• proficiency with desktop communications /publishing software</li> <li>• strong technology comfort, office technology and software skills</li> </ul>

**JOB CONTEXT**

Reports To:	President & CEO (alt. EVP or Director of Operations)
Supervises:	Marketing & Communications Coordinator Marketing & Communications Assistant
Internal Team:	All GMG, Inc. staff
Established Volunteer Groups:	
Interaction:	Greater Mankato Growth, Inc. Staff and Volunteers (GMG, Visit Mankato, LLC and City Center Partnership, LLC) Business leaders and representatives, community leaders and volunteers Media, Communication, Marketing and Publication professionals
Financial Responsibilities:	Marketing & Communications related revenue generation and expense management
Conditions of Service:	Employment eligibility in compliance with U.S. Immigration Reform and Control Act. Travel outside of the office. Work may require attention/attendance outside of normal office hours.

**DISCLAIMER**

The above statements are intended to describe the general nature and level of work being performed by the person responsible for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.