

Position: Communications Manager

Status: Exempt

Department: Research & Marketing

Salary Range: \$40,000-\$60,000

Reports To: Vice President, Research & Marketing

Job Summary

This position manages all aspects of communication for the Economic Development Corporation of Utah (EDCUtah), including: acting as primary developer and publisher of content for website, overseeing eNewsletter publication, developing news releases and investor announcements, managing EDCUtah's social media presence, interacting with community and media, and provide / assist with writing and editing of copy.

Job Duties

- Develop original written and video content that furthers EDCUtah's mission.
- Manage annual "content publication calendar" comprised of different topics and focus areas representative of EDCUtah interests and stakeholders.
- Repurpose external content with a "Utah-centric" position for use in recruiting businesses to Utah.
- Publish *The Economic Minute*, EDCUtah's weekly eNewsletter.
- Coordinate with EDCUtah public and private partners (i.e. GOED, city and county members, private industry) on strategic story creation and placement.
- Track all EDCUtah project successes and manage the announcement process.
- Create and maintain databases of local and national editors, journalists, publications, associations, companies, etc. as recipients of EDCUtah content.
- Assist in the development of EDCUtah's social media strategy, goals, objectives, and metrics.
- Post original content to EDCUtah's various social media audiences regularly.
- Act as main EDCUtah contact to coordinate / draft responses for community or media inquiries.
- Assist in writing and proofing letters, marketing presentations, profiles, custom reports, industry summaries, etc.
- Provide general copy editing for entire company as needed.

Minimum Qualifications

- Bachelor's degree in communications, marketing, or related field with minimum of three years' experience.
- Excellent written and verbal communication skills.
- Strong understanding of fundamentals of writing. (Applicants expected to submit three writing samples.)
- Familiarity with Google Analytics platform a plus.
- Experience with video filming and editing a plus.
- Experience in public relations and demonstrated success in customer service / public interactions a plus.

Please send resume, cover letter, and three writing samples to Matt Hilburn, mhilburn@edcutah.org