



## **Jonesboro Unlimited Director of Communications**

### **General Purpose**

To develop and implement the marketing strategies of Jonesboro Unlimited's economic development mission. Provide strategic management of the marketing, advertising and promotional activities of the organization.

### **Main Responsibilities**

- Create and execute all marketing, advertising and promotional activities
- Develop social media strategy and manage all social media channels
- Monitor and manage the productivity of marketing plans and projects
- Recommend and manage the marketing budget
- Serve as liaison with media and advertising
- Monitor industry best practices
- Develop and write stories for publications
- Plan and produce videos for social media and web page

### **Education and Experience**

- Business or communications-related degree or equivalent professional qualification
- Relevant experience in all aspects of developing and managing marketing strategies
- Proven market research experience
- Economic development knowledge preferred
- Experience with relevant software and social media applications
- Demonstrated writing capabilities
- Demonstrated video production and editing skills

**To apply please send your resume to:**

**[talent@jonesborounlimited.com](mailto:talent@jonesborounlimited.com)**