<table>
<thead>
<tr>
<th>Title:</th>
<th>Division Director</th>
<th>Entry Salary:</th>
<th>$95 - $105k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division:</td>
<td><strong>Marketing, Communications &amp; International Engagement</strong></td>
<td>Location:</td>
<td>Atlanta, GA</td>
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The Georgia Department of Economic Development (GDEcD or “Department”) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry, locating new markets for Georgia products, attracting tourists to Georgia, promoting the state as a location for film and video projects, as well as planning and mobilizing state resources for economic development. GDEcD’s Division of Marketing, Communications & International Engagement develops and manages all marketing, communications and interactive needs for GDEcD; upholds brand standards; maintains the Georgia.org and ExploreGeorgia.org websites; and leverages international relations and events for economic impact across the state.

The Division Director will report to the Deputy Commissioner and will directly supervise the Interactive Marketing, Account Management and Marketing Services teams. Primary duties and responsibilities include, but are not limited to:

- Provide administrative oversight needed to support the division (i.e. approve vendor invoices, staff time sheets, vendor contracts, division p-card, etc.)
- Provide creative direction and lead the graphic arts team and creative process for the department.
- Provide strong content and thought leadership in the areas of market and business development across a variety of industry sectors and approaches.
- Collaborate with colleagues to identify marketing opportunities, define processes, increase marketing organizational efficiency and effectiveness, analyze data, and build strategic recommendations to enable sound decision-making by executives and other relevant stakeholders.
- Assist in developing integrated, strategic global marketing plans that will support departmental strategic business goals, product and service launches, brand development and lead generation.
- Oversee the integration of traditional marketing activities (collateral, print, video, presentations, events, etc.) with interactive/online opportunities and emerging distribution channels through a strong understanding of the role digital plays across all disciplines.
- Manage department contractors/agencies-of-record (advertising, interactive public relations and trade show agencies) through strong negotiating skills and strong knowledge base of agency cost structures.
- Work closely with the Administrative division to ensure compliance with administrative processes, policy, rules and regulations.
**Minimum Qualifications and Competencies:**

- Bachelor’s degree in Marketing, Advertising, PR, Communications, Business or closely related field and 5 years of marketing experience that included managing professional level staff, OR 9 years of experience in an equivalent position that included 5 years of experience managing professional level staff.
- Proven track record in managing highly innovative, cutting-edge brand and marketing communications.
- Demonstrated experience in planning, developing, executing and managing integrated marketing plans across traditional and digital marketing channels that leverage message, image and position to support strategic goals.
- Significant senior level experience in the areas of creative direction/insight, print and digital production.
- Proficient knowledge of MS Word, Excel, Outlook, PowerPoint, and Adobe Creative Suite
- Outstanding written, oral and interpersonal communication and relationship management skills
- Outstanding organizational skills and attention to detail.
- Strong analytical and problem solving skills.
- Multi-media/multichannel promotion and vendor management experience.

**Preferred Qualifications:**

- Master’s degree in Marketing, Advertising, PR, Communications, Business or a closely related field.
- 8+ years marketing communications experience including 3 years in a senior level role in an advertising agency or related organization.
- Demonstrated marketing project management skills that include strategic planning, cost management, budget management and execution.
- Proven experience in developing innovative, out-of-the box marketing programs, tools, events, campaigns, etc.
- Results-driven with experience tracking the success of marketing programs.
- Working knowledge of InDesign, Adobe Illustrator, and Photoshop.

**Travel Required?**

| Some. Primarily local/state, for meetings and events. | Nights, Weekends Required? | Occasionally |

**Deadline**

Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.

**Application Instructions:** To apply for this position, you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at https://www.georgia.org/about-us/career-job-search. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

**Additional Information for Applicants:** All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification. Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired. Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer