



Georgia™

Georgia Department of Economic Development
Position Announcement

Title:	Marketing Manager	Entry Salary:	\$55,000-\$65,000
Division:	Marketing & Communications	Location:	Atlanta, GA (Hybrid)
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro-level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.</p> <p>Reporting to the Campaign Marketing Director, the Marketing Manager is one of multiple marketing managers who support marketing initiatives across all of GDEcD’s divisions, including but not limited to Global Commerce, International Trade, Center of Innovation, International Relations, Tourism, Film, Georgia Council for the Arts and other divisions, as applicable. The ideal candidate for this position is an energetic professional who can manage multiple projects effectively, offer quick and accurate advice, and provide creative input. The candidate should be collaborative and proactive with a customer-centered attitude and be capable of handling a broad set of assignments. This position requires a proven ability to work strategically and tactically, apply data and insights, lead project teams, and prioritize projects and resources in a rapidly changing environment.</p> <p>Responsibilities include, but are not limited to:</p> <ul style="list-style-type: none"> • Serve as a subject matter expert in B2B and B2C marketing, keeping current on industry trends, research, data, etc. • Working with the research team, apply analytic rigor in the ongoing review, evaluation, and assessment of campaigns and programs to achieve and exceed annual stated goals, objectives, and performance measures • Lead the development, planning, and monitoring of marketing campaigns, ensuring integration and implementation of consistent creative and messaging, including but not limited to advertising, content, promotions, photography, publications, sales materials, events, and partner relations • Assists with the development of integrated campaigns, media planning and the execution of media buys, and the production of campaign creative • Serve as day-to-day contact with agencies of record, vendors, freelancers, and in-house marketing and communications team for the development and execution of marketing campaigns and initiatives • Work with the Account Management team to understand the challenges and opportunities our internal clients face in their business, and create opportunities to maximize marketing dollars by participating in cohesive strategy campaigns and initiatives 		

	<ul style="list-style-type: none"> • Supports the management of GDEcD's brand library and adherence to its brand standards • Conducts business analysis and presents KPI reviews, as needed • Support collaboration across the marketing and communications team, ensuring that all campaigns or tangible tactics are brought to market to reach their intended target audience 		
Minimum Qualifications:	<ul style="list-style-type: none"> • Bachelor's degree in marketing, advertising, or a closely related field from an accredited college or university AND three (3) years of professional level related experience in marketing, advertising, or related industry; OR one (1) year of experience in a comparable position • Strong understanding of traditional and digital marketing strategies, with proven success record developing and implementing successful, campaigns for both B2B and B2C brands • Experience managing and executing integrated marketing plans • Strong project management skills • Strong analytical, planning, and organizational skills • Excellent and demonstrated interpersonal, presentation, and written communication skills • Proficient level knowledge of Microsoft Office Suite • Cultural sensitivity and awareness • Self-discipline, initiative, and professionalism • Team-oriented work style • Works effectively independently as well as collaboratively with a team of colleagues and stakeholders 		
Preferred Qualifications:	<ul style="list-style-type: none"> • Five (5)+ years of professional level experience in marketing, advertising, or related industry • Advertising, digital, or integrated marketing agency experience • Experience planning and executing successful events, including participation in trade shows • Professional experience in economic development or industry-specific knowledge of GDEcD divisions 		
Travel Required?	Occasional	Nights, Weekends Required?	Occasional
Deadline:	Open until filled; Apply ASAP.		

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.*

**To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.*

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