



Georgia Department of Economic Development
Position Announcement

Title:	Account <u>Manager</u>	Entry Salary:	\$60k to \$65k Commensurate with experience
Division:	Marketing & Communications	Location:	Atlanta, GA
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>GDEcD’s Marketing & Communications Division develops and manages all public relations, marketing and advertising needs for GDEcD; upholds and manages brand standards; and maintains multiple web platforms including Georgia.org and ExploreGeorgia.org. The Account Management team works with internal customers and external stakeholders to facilitate the development of high-quality, effective marketing and communication materials – from project initiation to managing milestones to completion.</p> <p>Reporting directly to the Director of Account Management, the Account Manager position serves multiple internal economic development teams providing best in class strategic marketing initiatives to help achieve their communication and marketing goals (domestic and international) through storytelling, digital and print marketing activities, and trade show support.</p> <p>The successful candidate will be a self-starter able to:</p> <ul style="list-style-type: none"> - Drive best-practice, multi-channel marketing and communications campaigns targeting the right message to the right audience - Provide conference and trade show support to include pre and post event digital promotions, advertising campaigns, collateral, and promotional materials management. May assist in logistics and staffing of events as needed - Develop strong relationships with internal GDEcD clients and key stakeholders, other account team members, research team, GDECD’s Director of Digital Marketing, Director of Communications, Division Director, and agencies of record to ensure accurate communications and synergies exist between online and offline implementations - Work in partnership with the cross functional teams to maintain and evolve the latest content on Georgia.org - Open, manage, communicate, and track marketing projects in web-based project management tool (Basecamp) 		



<p>Minimum Qualifications and Competencies:</p>	<ul style="list-style-type: none"> • Bachelor’s degree in marketing, advertising, or communications. Minor in international business, economic development or a closely related field AND 3 years professional level integrated marketing experience; OR one year of experience in a closely related professional level position. • Multi-media/multichannel promotion and vendor management experience • Event management and tradeshow support experience a plus • Excellent professional-level writing, editing and proofing skills • Computer proficient (complete MS Office including Teams) • Strong sense of design fundamentals and experience working with various photo libraries and web platforms 		
<p>Preferred Qualifications:</p>	<ul style="list-style-type: none"> • 5+ years professional level experience working in traditional and digital marketing communications; • Marketing/ad agency preferred, but corporate side acceptable • 5+ years of experience working with a state, county or city economic development agency • Working knowledge of Basecamp 		
<p>Travel Required?</p>	<p>Light</p>	<p>Nights, Weekends Required?</p>	<p>Rarely</p>
<p>Deadline</p>	<p>Open Until Filled; Apply ASAP.</p>		

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