



NOW HIRING | MARKETING MANAGER

JOIN THE MOVEMENT.

Onward NRV, a public/private, regional economic development organization, is looking for a team-oriented individual who is creative and eager to passionately tell the story of Virginia's New River Valley as a premier destination to live, work, and do business.

GENERAL DESCRIPTION

The Marketing Manager is responsible for, but not limited to, brand management, content generation, graphic design, social media and website management, advertising, public relations, research, and forging marketing related partnerships. The successful candidate must be able to prioritize work and effectively manage multiple projects; communicate effectively, both verbally and in writing, with all levels of individuals; work independently as well as collaboratively as a team with a variety of stakeholders; work well under pressure in meeting deadlines; exhibit sound judgment in making decisions; and maintain confidentiality on sensitive matters. The Marketing Manager position is a full-time, exempt position with excellent benefits. The position reports directly to the Executive Director.

ABOUT ONWARD NRV

Onward NRV (www.OnwardNRV.org) is a public/private, regional economic development organization whose mission is to attract and retain world class jobs, investment and talent in Virginia's New River Valley (www.TheNRV.org). It's a movement where leaders from business, government, and higher education work together to promote the economic vitality of the region through Onward NRV's five-year economic development strategy for the region, called Onward 2023.

The Onward NRV staff is a small but mighty team of colleagues who work collaboratively to promote the economic development of Virginia's New River Valley. We take pride in contributing to the success and future of the region we call home. In our fast-paced environment, we encourage new and creative ideas, celebrate our achievements, and strive for strong relationships with our colleagues and our organization's stakeholders.





ILLUSTRATIVE DUTIES

- Develop and implement marketing strategies that elevate the branding and key messaging for Virginia's New River Valley (i.e. the region) and Onward NRV (i.e. the organization)
- Design, layout, and produce high quality marketing materials (e.g. annual reports, brochures, custom graphics, presentations) that adhere to brand guidelines
- Create compelling, grammatically correct written content for websites, social media, blogs, email marketing, and other communications
- Develop and execute social media marketing plans for Virginia's New River Valley (Facebook, Instagram, Twitter) and Onward NRV (Facebook, Twitter, LinkedIn), including the monitoring and tracking of analytics across all platforms as well as implementing paid advertising campaigns
- Manage websites for Virginia's New River Valley (www.TheNRV.org) and Onward NRV (www.OnwardNRV.org), including updating and creating new content, enhancing SEO, tracking and reporting analytics, managing domains, and working to resolve any technical issues
- Support regional talent attraction and retention initiatives by designing and executing digital marketing campaigns promoting living and working in the region, assisting with on-campus marketing events at local colleges and universities, and implementing events for the NRV Experience summer internship program
- Assist with developing proposals in response to RFPs from prospective businesses
- Gather and analyze data to complete research assignments
- Coordinate outbound marketing trips and inbound familiarization tours focused on attracting new companies to the region
- Support the execution of Onward NRV events, including investor events, industry summits, board meetings, and other special events
- Represent Onward NRV in the community by participating in meetings with local, regional, and state economic development partners and/or delivering presentations
- All other duties as assigned by the Executive Director

SKILLS AND QUALIFICATIONS

- Considerable experience in writing content with superior writing, editing and proofreading skills
- Demonstrated aptitude with basic HTML, content management systems (WordPress experience a plus), social media platforms, SEO, Google Analytics, and Google Ads
- Considerable experience creating and editing marketing materials using Adobe InDesign (Photoshop and Illustrator experience a plus) while adhering to brand guidelines
- Excellent interpersonal skills with the ability to communicate effectively verbally and in writing
- Ability to prioritize work and effectively manage multiple projects
- Proficient in Microsoft Office, Constant Contact, and Hootsuite; Salesforce experience a plus
- Bachelor's degree in Public Relations, Marketing, Communications, Journalism, or related field or equivalent education, training, and experience is required

SALARY & BENEFITS

The Marketing Manager position is classified as a full-time, exempt position. Salary range is \$40,000 to \$50,000 per year and dependent upon qualifications. Onward NRV offers a generous benefits package including health insurance, dental insurance, life insurance, paid holidays, vacation, sick leave, 401(k) employer match program, cell phone stipend, professional development, and advancement opportunity.

HOW TO APPLY

Submit a cover letter with resume, including salary requirements and a minimum of three references, to hr@onwardnrv.org. This position is open until filled.
Equal Opportunity Employer.



2020 Kraft Drive, Suite 2000
Blacksburg, VA 24060
www.OnwardNRV.org