

Employment Opportunity

Date: November 20, 2018

Deadline: December 20, 2018

Position: Marketing and Communications Coordinator

Salary: D.O.Q.

The Greater Brownsville Incentives Corporation (GBIC), an economic development corporation created by the City of Brownsville., Texas and funded through a 1/4-cent sales tax for generating economic development and growth. This is not a job position of the City of Brownsville.

Summary of Duties:

The Greater Brownsville Incentives Corporation currently has an opening for a **Marketing and Communications Coordinator**. The Marketing and Communications coordinator is responsible for implementing communication efforts, developing website content, creating presentations, and preparing materials that support GBIC Initiatives and provides support to the Director of Business Research and Strategy for all programs and departmental responsibilities.

This position may interact directly with all City departments, the City Council, City-appointed boards and commissions, the business community, the general public, statewide organizations/associations, and various governmental agencies.

Duties include but are not limited to:

- Develops and implements public relations and marketing plan, coordinating with internal staff, to ensure effective and relevant techniques that promote the Greater Brownsville area to targeted audiences
- Manages the development, production, and distribution of promotional materials
- Writes, develops and distributes related marketing and communication materials such as brochures, fact sheets, newsletters, news bulletins, media advertising and other related materials
- Researches and writes content for website, newsletter, digital media, media pitches, press releases, speeches and public presentations
- Develops and maintains GBIC website with current information and news
- Monitors and analyzes communications, marketing, and media programs and adjusts strategy and tactics to increase effectiveness
- Cultivates relationships with members of the media and the community
- Monitors daily engagement presence in networking sites, engaging with citizens on social sites, posting on relevant blogs and seeding content into social applications as needed.
- Plans and implements marketing, public relations and promotional activities and events in cooperation with internal staff.
- Implements marketing and proactive sales activities to generate new prospect leads in cooperation with internal staff.
- Develops electronic presentations for specific purposes and audiences
- Gather data, tabulate statistics and prepare reports
- Develops and maintains current economic and demographic information for publication
- Manage marketing and advertisement efforts to grow awareness of Brownsville for companies, brokers, and other prospects.
- Website Management – develop content, posting news articles, improving website graphics
- Manages social media content
- Research and maintain information on relevant rankings, statistics and industry needs as information is made available.
- And all other duties as assigned by the Executive Director/CEO

Minimum Qualifications:

Bachelor's degree in Marketing, Communications or a related field from an accredited school or university or equivalent combination of education and experience.

500 E. Saint Charles Street
Brownsville, TX 78520

W greaterbrownsville.com

P 956.561.4133



The candidate must have proficient writing skills and strong understanding and experience with website and social media outlets

Ability to complete multiple projects under tight deadlines

Effective organizational, communication and interpersonal skills

How to apply:

Send cover letter and resume to:

Attn: Janie Velasquez

Greater Brownsville Incentives Corporation

500 E. Saint Charles St.

Brownsville, Texas 78520

Or email to:

jvelasquez@greaterbrownsville.com