



Job Vacancy

Manager, Marketing & Development See Lancaster

Job Description: Under limited supervision, provides management and leadership in the creation and implementation of marketing strategies for the recruitment of new businesses; evaluates properties for potential development; and develops related marketing materials, such as brochures, videos, marketing packages, and informational data. Assist in the creation and implementation of economic development activities for the City of Lancaster. Acts as the City's liaison with the Main Street South Carolina and Main Street USA. Oversees the Façade Grant Program and other downtown building rehabilitation grants. Arranges and manages sponsorship of community events by coordinating marketing and sales. Develops promotional material to promote the City and its events. Works closely with the Events and Promotions Manager. Monitors City communications for uniformity in message, including templates, tag lines, and logo usage.

ESSENTIAL JOB FUNCTIONS

Works closely with Main Street South Carolina to empower residents with the knowledge, skills, tools and organizational structure necessary to revitalize their downtown, neighborhood commercial districts and City into vibrant centers of commerce and community.

- Develops, executes, and documents a comprehensive city-wide economic and aesthetic revitalization program through the attraction of new quality businesses, building rehabilitations and improvements to public infrastructure.
- Oversees the National Trust Main Street SC "Four Point Approach" of downtown revitalization: design, economic restructuring, organization, and promotion, utilizing an historic preservation ethic as an integral foundation for development.
- Coordinates the activities of the Main Street program committees.
- Coordinates historic district projects with South Carolina Department of Archives and History personnel, as necessary, to ensure proper preservation and use of historic buildings and structures.
- Manages all administrative aspects of the Main Street program, including purchasing, record keeping, assists in budget development, accounting, preparing all reports, required by the state Main Street program and by the National Trust Main Street Center and assisting with the preparation of reports to funding agencies.
- Assists in the development and implementation of the Façade Grant program and other downtown building rehabilitation programs
- Develops, coordinates and implements marketing strategies and special events for the recruitment of businesses inside the City limits to enhance commercial district revitalization strategies.
- Responsible for the management of the City's social media platforms, including coordination for cross-marketing and partnership marketing/promotion with agencies/businesses throughout Lancaster County
- Assists business and property owners with improvement projects.
- Visits new businesses.
- Maintains database of media and advertising contacts.
- Develops marketing tools such as brochures, profiles, videos, marketing packages, and informational data to be used in the recruitment and retention of new and existing businesses.
- Meets with potential business developers/owners who visit the City by showing potential site/facility locations; facilitates meetings between prospects, local leaders, and City officials.

- Consults with small start-up businesses in developing business plans and determining business feasibility.
- Participates in speaking engagements; participates in media appearances/interviews; prepares and distributes news articles to promote the City's events and business development business.
- Compiles and analyzes financial, economic, social, and demographic data useful in the implementation of development, marketing, and client service activities.
- Represents the City in various forums and in various groups involved in economic development efforts.
- Interacts and communicates with various groups and individuals, including the City Administrator, other City departments, City Council members, City Attorney, Planning Commission members, other boards and commissions, business leaders, State and local officials, public agencies, development prospects, realtors, developers, consultants, the Lancaster County Economic Development Director, the Chamber of Commerce, and the general public.
- Oversees and coordinates the installation of the student art banners project.
- Performs general administrative/office duties as required, including preparing reports and correspondence, entering and retrieving computer data, copying and filing documents, sending and receiving faxes, maintaining financial records, etc..
- Performs related duties as directed when such duties are a logical and appropriate assignment to the position.
- Knowledge of the policies, procedures, and activities of the City and of departmental practices as they pertain to the performance of duties relating to the position of Marketing & Development Manager.
- Knowledgeable of the laws, ordinances, standards, and regulations pertaining to the specific duties and responsibilities of the position.
- Knowledge of the organization of the City and of related departments and agencies.
- Knowledge of the terminology, principles, and methods utilized within the department.
- Knowledge and understanding of the concepts and principles of business and personnel procedures as related to the specific duties of the job.
- Knowledge of and skill in the use of public relations.
- Knowledge of modern office practices and technology.
- Knowledge of proper English usage, punctuation, spelling, and grammar.
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- Knowledge of and proficiency with computers and software programs typically utilized in the position.

Desirable Education and Experience: Associates Degree supplemented by three (3) to five (5) years of professional experience in marketing, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

Application for Position: Applicants interested in this job opportunity may apply online at www.lancastercitysc.com (employment tab) Position Open Until Filled. EOE.

Position May be Subject to the Following Background Checks: Credit Check, Criminal History, Driving History, Drug Test, Medical/Physical

Grade	Salary Range	
211	\$19.56 to \$24.45	