



Marketing & Communications Manager

Are you a creative individual passionate about making an impact? We're seeking a Marketing and Communications Manager to join our team at Mohawk Valley EDGE. The Mohawk Valley has grown tremendously in the past few years, and EDGE needs to tell that story loudly and clearly.

Here's the Job:

Develop, oversee, and execute EDGE's marketing plan, which includes online presence management, content creation and writing, graphic design, and event planning, all while maintaining a consistent voice and messaging across multiple platforms and for EDGE and our partner organizations. A candidate must also assist with EDGE's external relations, fundraising, and business attraction efforts.

This position is responsible for:

Online Presence Management:

- Administer and drive the revamp of EDGE's webpage: www.mvedge.org
- Cultivate the organization's websites and social media platforms, including LinkedIn, Facebook, Instagram, and Constant Contact.
- Proficiently update WordPress, BeaverBuilder (or similar) webpages with minimal technical/consultant support, as needed.

Content Creation & Writing:

- Create and coordinate various written communication materials, including:
 - Bi-weekly email news updates
 - Press releases and official communications
 - Promotional collateral
 - Sponsorship and media ads (online and print)
 - Fundraising and sponsorship request letters
- Self-source community-relevant content to ensure timely and engaging communications.
- Solicit and develop content for large end-of-year reports.

Graphic Design:

- Design and produce marketing collateral, including ads, annual reports, presentations, brochures, and promotional pieces.
- Utilize Adobe Suite (Illustrator, InDesign, Photoshop) to create polished and creative works.
- Demonstrate an understanding of typography and both digital and printed media.

Event Planning:

- Lead the planning of events, primarily EDGE's main fundraiser, the Leading EDGE Awards. Ultimately responsible for other events such as quarterly board meetings, community events, Business After-hours, and VIP visits.
- Duties include greeting guests, assisting with setup, developing scripts, putting together the run-of-show, selecting menus, and coordinating all event aspects with staff and venues.

External Relations:

- Provide staff support and forge relationships with the multitude of boards and committees served by EDGE.
- Participate and represent EDGE at Chamber of Commerce events and state-wide initiatives or association events.
- Assist staff in developing materials and communicating programs and critical information, including presentations to community groups.
- Eventually, act as a media spokesperson with EDGE leadership, managing all media relations.
- An understanding of the Upstate New York or Oneida County political climate is a plus.

Support Business Development:

- Assist in business development and attraction activities, including participation in global trade shows, industry events, and targeted business outreach.

Administrative Support:

- Manage and administer EDGE's fundraising activities.
- Work with consultants to procure products and services that drive organizational success.
- Possibly to assist in writing and submitting grants to various organizations.
- Manage and work within the marketing and communications budget.

This Job is Right for You if You Have (Minimum Requirements):

- **Attention to detail.**
- An eye for design.
- An ability to travel as needed.
- A willingness to learn, self-train, and grow within the position.
- A relevant degree within the marketing or communications field.
- Relevant experience in the marketing, sales, or communications field.
- Any relevant experience in the economic development field.
- An affinity for current digital technologies is a plus.
- Knowledge of our region, community stakeholders, and partner organizations is a plus.

To Apply, send:

- All information to HR@mvedge.org, addressing Acting President, Shawna Papale.
- Cover Letter and applicable resume information.
- Anything that best showcases your design, graphics, or content creation skills.

EDGE intends to offer a competitive salary commensurate with experience and an attractive benefits package, including the opportunity for a hybrid work schedule. EDGE is an equal-opportunity employer and is committed to providing a workplace free from discrimination or harassment. We believe that our strength lies in the diversity of our employees, and we are committed to ensuring that our workplace reflects the rich diversity of the region we serve.

www.mvedge.org