



Position Title: Marketing & Communication Manager / Business Attraction

Statement of Duties:

This position will assist the Chief Marketing Officer in development of integrated marketing strategies for The Rhode Island Commerce Corporation brand. Responsible for the planning, execution and reporting of successful marketing campaigns according to the annual business plan.

Position Functions

The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related or a logical assignment to the position.

Essential Functions

- Develops and executes marketing promotion plans for new product launches, including sales tools
- Conceptualizes and executes Marketing campaigns
- Manages brand positioning and brand architecture within guidelines. Consistent look & feel, tone of voice, graphic design, logos
- Maintains and promotes consistent use of proper house style and guards brand image and appearance
- Develops direct Marketing products like mailings, newsletters and brochures
- Manages activity with PR, press and marketing communications vendors and partners as required
- Ensure the integration of the business unit marketing function within that of the greater group, and ensure that the business unit optimizes its use of shared and support services
- Edit materials according to specific market or customer requirements and manage for accuracy
- Develop and deliver insightful presentations and strategies to the business unit and management team where appropriate
- Reports on progress on a continuous basis
- Ensures a job profile is in place, sets objectives for team members, reviews development and provides clear, open and constructive feedback on performance combined with the appropriate