



POSITION DESCRIPTION: MARKETING DIRECTOR

POSITION TITLE: Marketing Director
REPORTS TO: Executive Director
FLSA EXEMPTION: Exempt

SUMMARY OF PURPOSE:

The CCRMA is looking for an organized and driven Marketing Director to be part of our company. The Marketing Director will supervise and coordinate public relation activities designed to provide RMA employees, citizens, and area media with current information regarding all aspects of the CCRMA operations. Provide direct support to the Executive Director in the areas of public information and media relations.

PHYSICAL/MENTAL REQUIREMENTS:

1. Uses computer approximately 6-8 hours per day.
2. Uses telephone and email to communicate with staff and others, approximately 6-8 hours per day.
3. Sits approximately 6-8 hours per day.

MARKETING DIRECTOR ESSENTIAL FUNCTIONS:

1. Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.
2. Creates and proposes marketing programs from start to finish, leveraging internal support and driving collaboration.
3. Coordinate with other entities on joint marketing campaigns.
4. Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
5. Responds to information requests and inquiries from media and the public; assists citizens and media during public meetings.
6. Maintain website with accurate information; press releases, information articles, and other materials as assigned.
7. Contacts potentially eligible clients to promote the organization.
8. Maintains working relationships with local agencies.
9. Develop and maintain an overall marketing plan.
10. Develop Strategic Plan every 5 years.
11. Develop Annual Financial and Project Reports.
12. Attend monthly meetings with organizations such as the Economic Development Corporations, Chambers of Commerce, etc.
13. Attend monthly meetings to maintain working relations with partners in Mexico.
14. As part of a Partnership, CCRMA will handle marketing efforts for the Cameron County International Bridges and Cameron County Coastal Parks System.

SKILLS AND QUALIFICATIONS

1. Communication process.
2. Excellent written and verbal communication skills.
3. Strong project management, multitasking, and decision-making skills.

EDUCATION AND EXPERIENCE:

1. Bachelor's degree in marketing, Business Administration, or related field.
2. At least five (5) years of marketing experience.
3. Certification highly desired.

GENERAL FUNCTIONS:

1. Handling sensitive or confidential information with honesty and integrity.
2. Taking on additional tasks or projects to learn more about management and office operations.
3. Performs other duties as requested.