



Job Description

Position Title: Marketing and Research Manager

Reports To: Vice President of Economic Development

Department/Division: Economic Development Department

Summary of Position:

The Marketing and Research Manager oversees the marketing and research needs of the Economic Development Department and is responsible for collecting and analyzing data, developing and publishing community and state research documents, updating marketing materials, and responding to internal and external information requests. Additionally, this role will support lead generation for Business Development and International Business.

Principal Accountabilities:

Research and develop lists, publications, and maps of the Mobile area for distribution to prospects, global consultants, existing industries, and members.

Conduct scheduled updates to the property database internally within Salesforce and externally on Economic Development Partnership of Alabama's (EDPA) Advantage Alabama database.

Conduct the quarterly Cost of Living Survey with C2ER, a national cost of living organization, to provide meaningful comparison figures.

Track monthly staff activity such as the number of prospect visits, requests for information submitted, active projects by industry cluster, and projects within the pipeline. Publish staff activity in economic development dashboard when requested.

Manage all software databases used for business development purposes including, but not limited to, Salesforce ArcGIS, and EMSI.

Monitor and report progress on Partners for Growth metrics.

Research "best practices" across the U.S. to continuously improve data presentation and delivery.

Coordinate with Communications & Marketing on promotional materials created and produced for the Economic Development Department.

Manage up to 30% of time on new lead generation support by working directly with Business Development and International Business.

Carry out responsibilities or other duties related to the Economic Development Department as assigned.

Education/Experience:

A Bachelor's Degree or a minimum of 2 years of experience in Economic Development or Chamber of Commerce activities with knowledge in research functions. Experience with Geographic Information Systems (GIS) and Economic Modeling (EMSI) preferred.

Location of Office: 451 Government Street, Mobile, Alabama 36602

This position is classified as **Exempt**.

This accurately reflects the description of my job and primary accountabilities.

Employee (Printed)

Employee (Signed)

Date Signed

Vice President (Printed)

Vice President (Signed)

Date Signed

President (Printed)

President (Signed)

Date Signed