

Marketing & Research Manager
City of Danville, Virginia
Economic Development

The City of Danville Economic Development Department is looking for an Economic Development professional to perform complex marketing/sales work and research in promoting increased business activity for the City of Danville. Assists in research, development, and implementation of target marketing initiatives for the organization by designing, producing, and presenting confidential, comprehensive and customized proposals, and providing associated project research support to market the City of Danville. Responsible for the development and maintenance of a comprehensive research database to support broad economic development objectives. Shall coordinate and support prospect visits. Create, maintain, and update marketing materials for all types of media, for prospect files, and for information on available sites and buildings within the City and County. Comprehensive knowledge of marketing and economic principles and research methods. Thorough knowledge of modern principles and practices of economic development. Candidate must possess strong computer skills to include Microsoft office suite, webpage development, GIS and/or mapping software, social networking sites, and video media. Ability to establish and maintain effective working relationships with City officials, staff, business representatives, civic leaders, employees and the general public. Demonstrated past technical experience and strong interpersonal skills. Education and experience equivalent to graduation from an accredited college or university with major course work in economics, Marketing, public administration, business administration or related and considerable professional experience in economic development preferably with municipal government. Starting salary range: \$52,000 - \$65,000 depending on qualifications. Position will remain open until filled. City Residency Required.

Interested candidates shall submit a completed City of Danville employment application, confidential resume with cover letter to the Human Resources Department, 427 Patton Street, Room 300, Danville, VA 24541. Please visit our website to download an application: www.danville-va.gov

EOE.