



MARKETING DIRECTOR

If you're looking for a common place, this isn't it. If you are driven by new ideas like we are, come join us! This invitation is the core of our award-winning Uncommon Thinkers Welcome® regional branding campaign, and the vision that inspires us at Greater Seattle Partners (GSP) every day.

GSP is a public-private partnership that leads regional economic development through global business attraction, site selection and investment and trade opportunities in the Greater Seattle region. GSP collaborates with community and economic development partners to ensure that every person in the Puget Sound region has the opportunity to prosper. We strive to attract and retain quality family/living wage jobs across all communities of the region. Throughout the world we tell the story of our talent, pioneering spirit, unique communities, and quality of life.

We seek a **Marketing Director** to support inclusive economic development across the Greater Seattle region. Our work is centered on three pillars:

- **JOBS:** Engage the World to attract global investment and advance trade.
- **TALENT:** Grow Our Talent to strengthen our regional competitiveness.
- **COMMUNITY:** Elevate Regional Economic Collaboration to ensure regionwide economic development performance.

The **Marketing Director** develops and manages all public relations, marketing and advertising initiatives, upholds and manages brand standards, and manages our website and social media presence. In addition, the Director works with internal customers and external stakeholders to facilitate the development of high-quality, effective marketing and communication materials, from project initiation to managing milestones to completion.

Are you inspired by innovators and love telling their stories? Do you take pride in helping drive stakeholder success? Have you been described as wildly creative and incredibly organized? These key attributes can fuel your success in this role, as will alignment with our **guiding principles:**

- **EQUITY, DIVERSITY, AND INCLUSION:** Increase opportunities for every Greater Seattle resident to participate in our region's economy and share in our prosperity.
- **COLLABORATION:** Engage in consistent, trusted coordination to drive our success as a unified and globally competitive region.
- **CREATIVITY:** Deploy ambitious and inspired regional and national best practices to drive economic and community growth across our region.
- **ACCOUNTABILITY:** Build trust across our region by identifying shared outcomes to measure our economic impact and transparently communicate progress.

CORE ACTIVITIES: Our Marketing Director reports directly to the COO and initially has sole responsibility for the mission-critical marketing and communications function. As one of GSP's core competencies, marketing and communications span all three of our organizational pillars.

- Support business, investment, and talent attraction efforts by identifying market trends, capturing our region's differentiators, and producing compelling content demonstrating our leadership in targeted industry sectors.
- Ensure that our stakeholders see themselves in our messaging and collateral, embrace an



inclusive approach to story-telling, and position GSP as the trusted regional brand ambassador.

- Develop strong relationships with team members, public and private partners, media, agencies, and the larger business community.
- Design and deliver compelling site selection proposals, trade show and event collateral, RFIs, board presentations, industry brochures, case studies and testimonials, advertising campaigns, press releases and promotional materials.
- Work in partnership with GSP team and stakeholders to evolve and refresh content on our website and across our social media channels,
- Amplify our partners' content and incorporate "Uncommon Thinkers Welcome" messaging across all communication channels. Engage new contacts, investors, community partners and influencers on social media.
- Serve as brand steward; maintain and manage brand assets and style guides.
- Support public relations and GSP-led communications to ensure clear and uniform messaging is developed and used consistently to convey a strong and concise brand.

SUCCESS FACTORS. Given our mission, guiding principles and key deliverables for this role, the ideal candidate will possess the following attributes and experiences:

- Economic Developer: Familiar with economic development strategies, methodology and execution.
- Analytical: Distill marketing analytics into actionable insights that inform our communication strategies and programs.
- Innovative: Enable GSP, its partners, and our region to live our brand promise of "uncommon" thinking. Push the envelope in finding new and creative ways to amplify our region's unique industries, communities and people.
- Excellent communicator: Superb written, verbal and electronic / digital communication skills. Able to succinctly articulate GSP's messaging and services to clients and regional partners to support their goals. Comfortable delivering public presentations to large groups.
- Skilled Project Manager: Capable of effectively managing projects and relationships to deliver best-in-class branding for GSP and the region.
- Adaptable: Able to meet changing stakeholder needs as well as a continuing evolving economic and business environment.

TECHNICAL APTITUDE: To excel in this role, candidates will benefit from experience in the following tools, datasets and platforms:

- Bachelor's degree or equivalent experience in marketing, hospitality, economic development or a related field.
- 5+ years professional-level integrated and international marketing experience
- Working knowledge of Wordpress.org, Salesforce.com, Constant Contact and Google Analytics.
- Working knowledge of Adobe Suite (Premier Pro, Photoshop, In-Design, and Illustrator).
- Event management and tradeshow support experience
- Multi-media/multichannel promotion and vendor management experience



- Excellent understanding of search engine optimization (SEO) and digital marketing practices.
- Hands-on paid social media campaign management experience
- Computer proficient (complete MS Office suite)

BENEFITS: Greater Seattle Partners (GSP) provides a comprehensive and competitive benefits package including but not restricted to:

- Employee Medical/dental/vision coverage
- Paid Time Off
- Life Insurance
- Long-term disability as provided by State of WA
- Regional Transit Pass
- Employer-matched 401(k) Contribution
- Paid Family/Medical Leave as provided by state of WA)
- EAP membership
- Business travel emergency insurance through MedJet
- Generous paid holiday schedule

Greater Seattle Partners is an Equal Opportunity Employer

COMPENSATION: Annual salary range: \$110,000-\$130,000, with year-end bonus eligibility.

TO APPLY: Committed to attracting and retaining a diverse staff, GSP will honor your experiences, perspectives, and unique identity. Our organization strives to create and maintain working and learning environments that are inclusive, equitable, and welcoming.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or disabled status, or genetic information.

Qualified candidates should respond by sending a cover letter, resume, and two non-returnable writing samples via email to apply@greater-seattle.com.

The role will remain open until filled and applications will be reviewed on a rolling basis.