

Kern Economic Development Corporation
JOB DESCRIPTION

*If you feel like you're the right candidate, please send a cover letter and resume to:
Cheryl Scott
cheryl@kedc.com*

Position: Marketing & Research Coordinator
Reports to: Vice President
Classification: Non-Exempt Position
Anticipated Hiring Range: \$21/hour - \$24/hour

Education:

Minimum of AA degree with emphasis in communications, marketing, or similar discipline (or commensurate experience).

Desired Experience:

- At least two years of related experience.
- Proficient with graphic design techniques and programs (including Illustrator and Photoshop).
- Strong organizational, coordination and time management skills
- Strong research and analytical skills
- Strong critical thinking and problem solving skills
- Excellent budget management skills
- Excellent communication skills, including writing, public presentations, and interpersonal communication.

Position Overview

Assist in development and lead implementation of efforts to promote Kern EDC to the local community, and to implement efforts to promote the County of Kern to businesses considering expansion or relocation. Position will coordinate communications and marketing activities, plus conduct research that will support the mission of Kern EDC and its members.

Primary Responsibilities

1. Coordinate media relations efforts to ensure positive coverage of Kern EDC effort/projects and its members.
 - a. Write news releases for distribution to local media contacts.
 - b. Coordinate submission of content to local publications such as Kern Business Journal.
 - c. Monitor news coverage of Kern EDC, its members, and Kern County in general.
 - d. Maintain Kern EDC web site.

- i. Gather information for web site front page stories and write/post stories on a regular basis.
 - ii. Research, post, or ensure the regular posting, of updated information, including updates to member directory.
 - e. Maintain all social media pages (Facebook, Twitter, & LinkedIn).
 - f. Represent Kern EDC on committees/boards as approved or assigned.
2. Coordinate production of Kern EDC printed and electronic communication and promotional materials.
 - a. Prepare content list for electronic newsletter, consulting with vice president and president to gather possible additional ideas. Write story intros and embed links to stories of interest to Kern EDC stakeholders.
 - b. Design and distribute Robly campaigns to distribute newsletter and other notices as needed.
 - c. Oversee preparation and production of the Kern County Market Overview and Member Directory, industry fact sheets, Kern EDC Membership Packet, and other materials as needed.
 - d. Design PowerPoint presentations/templates as needed.
3. Conduct and synthesize research to be used to update Kern EDC materials and occasionally to support members in their business development efforts.
 - a. Use Kern EDC's subscription database (Chmura Economics and Analytics).
 - b. Access publicly-available resources to gather data.
 - c. Collect data for the ACCRA cost of living index on a quarterly basis.
4. Provide support for business development projects
 - a. Research, update and design information packets for site consultants (working with Director of Business Development).
 - b. Assist Director of Business Development in responding to Requests for Proposals.
5. Coordinate marketing for special events including, but not limited to:
 - a. Kern County Economic Summit
 - b. Kern County Energy Summit
6. Provide marketing support for KEDF activities as needed, including the Kern County STEMposium.
7. Other duties as assigned.