



MARKETING COMMUNICATIONS SPECIALIST (MCS) JOB DESCRIPTION

Invest Atlanta is the City of Atlanta's economic development authority. We advance Atlanta's global competitiveness by growing a strong economy and building vibrant communities, putting equity at the forefront of everything we do. Invest Atlanta also includes the Women's Entrepreneurship Initiative and WorkSource Atlanta, the City's workforce development agency to help achieve these goals.

Invest Atlanta is seeking a marketing communications professional with three or more years of experience to help us engage businesses, residents, partners, and other key stakeholders in our mission, primarily through content development and distribution, social media, events, and other initiatives.

The MCS will be a key member of Invest Atlanta's Marketing and Communications team, working directly with the Vice President of Marketing and Communications, other marketing and communications teammates, our community engagement specialist, department-level executives and program managers, and external agencies. The candidate should be enthusiastic content creator across media types with a passion for storytelling, including writing and graphic design. This is an opportunity for an individual who is ready to further their career in a fast-paced, collegial environment that offers new challenges and opportunities to grow.

Primary Responsibilities

- Implement Invest Atlanta's agency-wide marketing communications program to educate the public and stakeholders about Invest Atlanta's mission to increase prosperity for all Atlanta residents, businesses and communities.
- Develop and publish engaging website content in line with Invest Atlanta's brand message strategy.
- Manage the social media calendar, including content creation.
- Develop and execute email campaigns.
- Design graphics and other creative materials.
- Plan and execute events with department-level project managers and external partners.
- Support senior executives with presentation materials.
- Maintain a library of communications assets, e.g., PowerPoint slides, reports, brochures/flyers, photography, logos, etc.

- Provide recurring reports measuring the effectiveness of Invest Atlanta’s outreach through marketing communications.
- Other tasks and responsibilities as assigned.

Knowledge, Skills & Abilities Required

- Experience with content development and marketing communication, including a track record of generating positive results.
- Organizational and project management skills with an attention to detail.
- Strong writing and copyediting skills; familiarity with AP Style.
- Verbal communication skills and desire to positively represent Invest Atlanta in public settings.
- Ability to establish and grow relationships with internal contacts and partner organizations.
- Proficiency with Microsoft Office, including Word, Excel, PowerPoint.
- Some experience in graphic design and design programs, e.g., Photoshop, Canva.
- Familiarity with marketing communications software, e.g., Hootsuite, MailChimp.
- Flexibility and an enthusiastic, results-oriented mindset.

Additional Skills and Abilities Desired

- Use of GIS software, e.g., mapping tools, for marketing purposes.
- Photography and photo and video skills editing are a plus.
- Affinity for working with people in a team environment.
- Exposure to economic development, community relations and/or government.

Education & Experience

- Educational background in marketing, journalism, communications, or public relations.
- Work experience communications in an agency, nonprofit, corporate or government setting.

Resumes should be submitted to: jobs@investatlanta.com

Invest Atlanta is an Equal Opportunity Employer. All qualified applicants, including but not limited to minorities, females, disabled and veterans are encouraged to apply.