



Charles County Government
DEPARTMENT OF ECONOMIC DEVELOPMENT

CHARLES COUNTY COMMISSIONERS

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EMPLOYMENT ANNOUNCEMENT:

Part-time Marketing and Communications Specialist

The Charles County Department of Economic Development has an opening for a part-time Marketing and Communication Specialist to support the department's business attraction and business retention programs through coordination and development of outreach and communications activities. Duties include:

- Develop and coordinate content for monthly e-newsletter.
- Create and post content for department's social media programs.
- Write marketing content, reports, presentations, and similar assignments.
- Prepare, develop, and update content on the department's website.
- Develop content for traditional media, such as print advertising, brochures and other collateral. Coordinate the development and use of visuals and creative elements such as artwork, graphics, photography and videography.
- Serve as primary coordinator of media requests and public relations outreach.
- Assist and/or oversees the planning, executing, promoting, and developing reports for programs and events.
- Organize, create, and distribute marketing materials and information packages for site selectors and business prospects.
- Track and report on the effectiveness of marketing efforts.

Required skills include:

- Must have excellent writing and communications skills; candidates will be given a writing assignment.
- Marketing and/or public relations strategies.
- Private sector business' expectations and needs.
- Knowledge and experience with social networking.
- Proficiency with Microsoft Office programs including Word, Excel, PowerPoint, and Publisher.
- Ability to work independently and meet deadlines.
- Ability to work as part of a team.
- Self-starter.

The position works 24 hours per week; specific schedule to be determined. Pay range starts at \$21.80 per hour, depending on qualifications. Minimum requirements are a Bachelor's degree and one year related experience. A valid driver's license is required. Degree in marketing, communication, public relations, advertising, or similar, related field preferred. To be considered for this position, candidates should **submit a resume and three (3) relevant writing samples** to the Economic Development Department at info@MeetCharlesCounty.com. Those selected for an interview will be asked to complete an application. The position will remain open until filled.