

Cleveland-Cuyahoga County Port Authority

MARKETING & COMMUNICATIONS MANAGER

Summary

The Marketing & Communications Manager is responsible for developing and implementing marketing communication strategies, objectives, and the effective execution of activities that support the growth of the Port and its services. This position will direct our in-house marketing, promotion, and communication efforts directed to customers and users of the Port. This position reports to the Vice-President of Maritime & Logistics.

Duties & Responsibilities

- Creates, implements, and oversees communications programs that effectively describe and promote the Port and its services, including graphics, brochures, fact sheets and promotional products.
- Manages the research and development of content for publication of products.
- Oversees the preparation of presentations geared toward users and customers.
- Manages electronic marketing including website, social media, email outreach, advertising, and trade media outreach.
- Interacts with team members to research, develop, and implement strategic marketing plans, including advertising, literature, and trade show materials.
- Review and edit existing promotional materials for marketing effectiveness.

Job Requirements

- BS, BA, MS, or MA plus 3 to 5 years experience in marketing or related field.
- Experience in all facets of the marketing process including: advertising, sales promotion, web marketing, trade shows, and public relations.
- Working knowledge of search engine optimization.
- Outstanding written and verbal communication skills.
- Experience with content management systems and website management.
- Self-directing and able to manage multiple projects at the same time.
- Proficiency in Microsoft Office applications including Word, Excel, PowerPoint, Outlook.
- Excellent interpersonal skills.
- Newsletter, email communications, and leads management experience
- Collaborate with internal and external teams

Salary Range: \$60K-\$75K DOQ

This position also offers an excellent benefits package.

Application Deadline: January 15, 2011

Send cover letter and resume to:

Cleveland-Cuyahoga County Port Authority

1375 E. Ninth Street—Suite 2300

Cleveland, OH 44114

Email: Melisa.freilino@portofcleveland.com