

## FAIRFAX CITY ECONOMIC DEVELOPMENT

### POSITION ANNOUNCEMENT:



#### **Public Relations and Marketing Manager**

Fairfax City Economic Development (FCED) is the lead agency for economic development programming within Fairfax City. The agency serves to promote, identify, and assist businesses with location, expansion, and capacity building services within the City while creating systems and programs that encourage commercial and retail development. FCED represents Fairfax City on numerous regional cooperative efforts such as the Northern Virginia Economic Development Alliance and works to position Fairfax City's brand and opportunities on national and international platforms. The umbrella FCED brings together staff from the Economic Development Office (EDO) of the city-government with the work of the Economic Development Authority (an independent but related agency of the City of Fairfax).

#### **Position Description:**

FCED is seeking a dynamic and energetic public relations and marketing professional to connect Fairfax City with regional, national, and international audiences. The Public Relations and Marketing Manager will be responsible for working with all economic development staff and stakeholders to position Fairfax City as a prime location in Northern Virginia for business location and investment. The PRMM will be responsible for: familiarizing themselves with all facets of FCED; developing a marketing and media plan and calendar (including oversight of social media efforts); establishing necessary relationships with local and regional media; redesigning and overseeing the press release process; ensuring Fairfax City Economic Development's brand is appropriately represented in media, on the FCED website, and in any economic development collateral shared with prospective businesses, stakeholders, and conference organizers.

#### **Daily responsibilities may include but are not limited to:**

- The development and advancement of a marketing/ media plan (updated regularly) which includes everything from social media, news/press releases, and a regularly scheduled business bulletin;
- Working to ensure an ongoing media presence: updating local press list; maintaining relationships with appropriate press; identifying media opportunities (local and national);
- Oversight and administration of a press/news release schedule (ideally at least two releases within a month and more if warranted) including working with staff to identify items for release;
- Oversight of intern(s) responsible for managing social media initiatives while providing general strategy and overseeing execution of X, Instagram, Threads, Facebook, LinkedIn, etc.;
- Oversight of intern(s) responsible for the "New Business Welcome" material, typically in the form of a letter, from FCED to the City's business community;
- Overseeing the creation of informative public facing collateral to promote Fairfax City and logos for events;



Economic Development staff

- Assisting and collaborating with in-house staff for content creation and formatting for website (with a focus on content and copy creation and drafting) and marketing for programs and events;
- Active monitoring of FCED email boxes to alert relevant of communications needs;
- Continuous exploration of areas of professional development that advance marketing initiatives of the department.

#### **Qualifications:**

- Must have at least: 3 years of public relations experience; 3 years of economic development adjacent marketing experience; or 5 years of marketing experience.
- Must have experience drafting content for press/news releases, social media, websites, articles, op/ed pieces, etc.;
- Must possess strong writing skills and have experience drafting content for forward- or client-facing publications such as websites, blogs, articles, and social media in a fast paced environment;
- Should have a basic understanding of economic development, the value it provides to local governments, and the primary goals of FCED;
- Economic development agency experience is preferred.

#### **Requirements:**

- Must have strong written and oral communications skills;
- Must possess basic graphic design skills (e.g. Adobe, Canva, or similar platforms);
- Must be comfortable with public speaking, communicating with the media, and appearing on television, social media, and radio, as requested (occasionally outside of typical work hours with advanced notice);
- Must be a self-starter and able to act as a leader within FCED;
- Can anticipate next steps for public relations and social media based on what is happening in the office;
- Must be detail oriented;
- Must work well with others and help identify public relations and marketing needs with individual employees and programs;
- Must work well in a fast-paced environment and be able to manage time efficiently while multitasking.

#### **Details:**

1. Primary Location: Fairfax City Economic Development, 10300 Eaton Place, Ste 235, Fairfax, VA 22030.
2. Schedule: 3 days in person per week. Schedule must be consistent but flexibility with notice is allowed. Subject to change and to be discussed with director.

#### **To apply:**

Application can be found on the [City of Fairfax website](#).  
Applicants must provide a resume, cover letter, press release sample and social media samples of their prior work (not to exceed two pages).

