



JOB DESCRIPTION

TITLE: Public & Investor Relations Specialist

GRADE: Non-Exempt

COMPENSATION: Commensurate with Experience

REPORTS TO: Chief Operating Officer

APPLY ONLINE: www.indeed.com

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- **PURPOSE OF POSITION:** Under the supervision of the Chief Operating Officer, this position is responsible for developing and managing Public and Investor (Member) relations; servicing, retaining and recruiting new and existing paid members; developing and promoting the Fresno County Economic Development Corporation (EDC) image through press releases, social media, website, media and public engagement and marketing efforts; as well as securing sponsorships and conducting event planning.

DUTIES & RESPONSIBILITIES:

Investor (Member) Relations (35%)

- Maintain an understanding of the EDC programs and services;
- Create and implement a long-term strategy for the recruitment of new members and retention of current members based on annual and monthly monetary goals;
- Develop Investor awareness, understanding, involvement and commitment to EDC;
- Connect Investors through events and networking opportunities;
- Make personal visits to discuss EDC memberships with prospective and current Investors;
- Manage prospect and Investor database through the organization's SBA software;
- Maintain the EDC website online Investor directory;
- Market NEO and all DSS programs to members and prospective members;
- Coordinate logistics and provide administrative support to the EDC Board's Membership Committee;
- Generate monthly and quarterly reports to the Chief Operating Officer for submission to the CEO and Board of Directors;

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- Responsible for regular electronic communications to all Investors, including, but not limited to, monthly electronic newsletters, website updates, and updates to social media; and
- Other duties as assigned.

Public Relations and Marketing (35%)

- Consult with various EDC departments to project the organization's message to both external and internal stakeholders and media via website, newsletters, press releases, media spotlights, social media, etc.;
- Create, manage, and implement organizational marketing campaigns with the goal of enriching the EDC's public image;
- Create marketing and promotional materials, both print and electronic, for the EDC and its various departments;
- Create and deliver all press releases, media relations content, organizational content, and social media content to meet weekly, monthly and annual goals for spotlights and engagement;
- Develop and maintain strong relationships with media representatives;
- Research community involvement events and advise management and staff of events that an EDC representative should attend; and
- Represent the EDC at events, issue-oriented meetings, planning sessions, and conferences as needed;
- Other duties as assigned.

Event Planning (30%)

- Coordination of yearly EDC events, including, but not limited to the Annual Meeting, Real Estate Forecast, and (2) Business Expansion Attraction Retention (BEAR) Breakfasts;
- Obtain EDC event sponsorships and publication advertisement sales;
- Conduct research, make site visits, and find resources to help staff make decisions about event possibilities;
- Serve as liaison with vendors on event-related matters;
- Help provide event outreach and promotion to Investors and all of Fresno County;
- Manage day-of coordination including set-up and clean-up for events as necessary; and
- Other duties as assigned.

SKILLS & KNOWLEDGE REQUIRED:

- Commitment to the mission and goals of the EDC;
- Fluent in Microsoft Office Suite;
- Strong social media and website maintenance skills;
- Strong media engagement experience;
- Strong technical skills and database experience;
- Excellent written, oral, and communication skills;

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- Demonstrate professionalism and ethical behavior at all times;
- Exceptional public relations and marketing experience;
- Experience in event planning;
- Exceptional initiative, follow-through, and independent accountability;
- Ability to create and implement strategic plans and multi-task; and
- Ability to work independently as well as be a team player.

MINIMUM EDUCATION & WORK HISTORY:

- Graduation from a four-year college or university with a degree in Business, Marketing, or related field and at least 1 year related experience OR
- Extensive, significant experience in marketing, public relations, fundraising and/or investor relations.

PROPRIETARY & CONFIDENTIAL MATTERS

- All matters relating to EDC and its business activities are strictly confidential.

PHYSICAL REQUIREMENTS

- The physical demands listed are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Modified "light duty" restrictions may be arranged as needed and when available for job-related injuries or illnesses.
- While performing the duties of this job, the employee is regularly required to stand, walk, sit; use hands for clerical duties and keyboarding. The employee is occasionally required to reach with hands and arms; stoop and kneel.
- The employee will seldom lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required by this job includes close vision, distance vision, peripheral vision, depth perception and ability to adjust focus, and visual acuity sufficient to read a computer screen and paper documents.
- Acute hearing is necessary for telephone and in-person communication with callers and assisting staff, customers, and vendors. This position requires speaking in front of a group to lead meetings and training sessions.

WORKING CONDITIONS

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- This position typically functions indoors in an office environment with light to moderate noise associated with business office equipment.
- Occasional local travel may be required.