

# Marketing and Data Coordinator

## Cornerstone Alliance

### Summary:

Cornerstone Alliance is Berrien County's lead economic development agency. The Marketing and Data Coordinator is responsible for providing overall support and technical assistance to all Marketing, Investor Relations, Business Development and Talent Attraction functions of Cornerstone Alliance. The Coordinator will create and execute social media content that drives new awareness of Cornerstone Alliance and its affiliates. The Coordinator will be responsible for management, preparation and maintenance of Cornerstone Alliance databases. The Coordinator may be responsible for timely filing of compliance-related documents for Berrien County companies that improve economic development outcomes, and all other duties as assigned.

This position reports directly to the Vice President of External Affairs.

### Primary Position Responsibilities:

- Support Marketing, Investor Relations, Business Development activities and Tax Compliance filings.
- Provide direct support services as needed for specific project needs.
- Prepare, coordinate and administer regular tax compliance documentation for Berrien County companies, as assigned.
- Coordinate and manage investor relations meetings with the Vice President of External Affairs and outside vendors.
- Assist with special program and activity coordination such as investor presentations, visitations, document preparation, and project liaison with public, private and community-based organizations.
- Assist with lead generation marketing to business decision-makers and decision-influencers from key industry sectors.
- Assist in the development, implementation and track performance of a comprehensive communications and public-relations strategy that enhances the organization's image and appropriately positions the community within the marketplace.
- Maintain the Customer Relationship Management (CRM) system to track key information. Ensure that information is accurate and input in a timely manner.
- Research, analyze and monitor technological, demographic, and financial factors to capitalize on market opportunities and adjust strategy to meet changing market and competitive conditions.
- Take detailed minutes of Cornerstone Alliance board and executive committee meetings.
- Organize various events and trade show material designed to strengthen partnerships and create awareness of organization. Event planning to include: booking venues, marketing, signage, securing speakers, inviting attendees, ordering food, arranging activities, working with vendors and setting up the event, etc.
- Professionally represent the organization at both internal and external events.
- Other duties as assigned.

### Qualifications:

- Bachelor's degree in Communications, Business, Marketing, Public Administration or related field preferred.
- Must possess the ability to plan, organize, implement and interpret the programs, goals, objectives, policies and procedures, etc. necessary to maintain a sound operation.
- Ability to strategize, plan, implement/execute, and follow-up on all projects.
- An interdisciplinary approach to working with multiple organizations, companies, community leaders, and stakeholders to create ownership of projects and shared successes.
- Highly developed (and demonstrated) written, proofreading, verbal and interpersonal communication skills.
- Demonstrates ability to produce innovative ideas, high-quality work under tight deadlines, communicates complex information to diverse audiences, and write for different media.
- Solid judgement with high standards of accuracy, responsiveness, integrity, and discretion.
- Exceptionally detail-oriented with strong project, organization, and time-management skills.
- Familiarization of Adobe Creative Suite and Microsoft Office.

**Salary:** Compensation commensurate with experience

### Working Conditions:

Fast paced, highly detailed work environment. Ability to work autonomously in stressful environment. Frequent telephone and computer use. Use of manual dexterity required for writing and computer use. Sitting for extended periods of time. Must be able to lift up to 25 pounds. Reasonable accommodations will be made to enable individuals with disabilities to perform essential tasks.