



Position Description

Organization: Union County Community Improvement Corporation
Position: Development Project Coordinator
Supervisor: CIC Executive Director

This position description is a summary of typical job functions, not an exhaustive or comprehensive list of all responsibilities, tasks, duties, and other requirements.

General Description

Under the direction of the Executive Director of the Union County Community Improvement Corporation, the Development Project Coordinator is primarily responsible for **marketing, communications, and data collection** to advance the economic development goals of Union County and Marysville. The role leads marketing and promotional campaigns, manages internal and external communications, oversees data collection and database management, and provides secondary support for economic development project coordination. This includes implementing strategies for the Union County, Marysville, and 33 Smart Mobility Corridor Economic Development plans through targeted outreach, content creation, and data-driven decision making.

Supervisory Responsibilities

None.

Typical Duties

- A. Leads the development and execution of marketing strategies and promotional campaigns to attract businesses and highlight the advantages of Union County and Marysville.
- B. Manages all communications efforts, including content creation and maintenance of economic development websites, social media accounts, newsletters, press releases, and print materials.
- C. Oversees data collection, analysis, and maintenance of comprehensive databases including available properties, market statistics, demographic information, business trends, and zoning data.
- D. Develops and distributes regular reports, presentations, and marketing collateral using collected data to support economic development initiatives.
- E. Coordinates digital and traditional marketing activities to promote Union County, The Beta District, downtown revitalization efforts, and other key initiatives.
- F. Assists with business retention and expansion through targeted communications and data-supported outreach.
- G. Provides communications and data support for incentive programs, including the Enterprise Zone, Community Reinvestment Area, and JobsOhio-related activities, and prepares required reports.
- H. Supports minor project coordination tasks related to economic development initiatives and special projects such as the 33 Smart Mobility Corridor and The Beta District.
- I. Serves as a communications liaison with local communities, businesses, government officials, and stakeholders.
- J. Conducts research and data collection to identify marketing opportunities and track economic trends.
- K. Assists with the creation of promotional materials for downtown revitalization in Marysville and Richwood.

- L. Represents the organization at meetings and events with a primary focus on marketing, communications, and data presentation.
- M. Supports grant research and application processes through data collection and compelling communications materials.
- N. Maintains and updates economic development-related information resources for businesses and the public.

Administrative Functions

- A. Attends CIC, Port Authority, and other economic development meetings as assigned, providing marketing and communications support.
- B. Assists the Executive Director with budgets related to marketing, communications, and data management activities.
- C. Helps maintain records and documentation as needed. D. Other duties as assigned by the Executive Director.

Position Qualifications

- A. Bachelor's Degree in Marketing, Communications, Public Relations, Data Analytics, Business Administration, Economic Development or a closely related field, plus relevant professional experience (or any equivalent combination of education and experience). Minimum of three (3) years of experience required.
- B. Strong experience in marketing, digital communications, content creation, and data collection/analysis is essential.
- C. Previous experience in economic development, Chamber of Commerce, or government communications is preferred.
- D. Comprehensive knowledge of marketing strategies, social media management, and communications best practices.
- E. Proficient in data collection methods, database management, and using data to inform marketing and communications strategies.
- F. Excellent writing, editing, and verbal communication skills with the ability to create compelling content for diverse audiences.
- G. Familiarity with economic development concepts and basic project coordination.
- H. Proficient in Microsoft Office (especially Excel, PowerPoint, and Word), content management systems, social media platforms, and data visualization tools.
- I. Ability to manage multiple priorities, meet deadlines, and deliver high-quality marketing and communications materials.
- J. Strong interpersonal skills to build relationships with stakeholders.
- K. Ability to operate standard office equipment.

Other Position Characteristics

- A. Residency within Union County is strongly encouraged within six (6) months of hire date.
- B. Salaried position requiring additional hours as needed.
- C. State of Ohio Driver's License and ability to drive is a requirement.

Position approved by the CIC Executive Director:

Eric S. Phillips

Date