

Job Description

The [Westmoreland County Industrial Development Corporation](#) is seeking applicants for the position of **Marketing Manager**. The purpose of this position is to assist in overseeing the marketing of the county's industrial park properties, to portray a positive image and support economic development as the marketing agent for the county.

Job Duties

- Assists with managing all WCIDC land sales and building leases.
- Assists with Marketing Director and WCIDC Solicitor in the preparation of legal instruments for all IDC land sales and building leases.
- Assists the Marketing Director and works independently in the showing of both WCIDC and privately owned buildings and land sites to prospects.
- Assists on updating the contacts(s) for existing business owners/tenants located in WCIDC Parks.
- Serves as a point of contact for existing business owners/tenants, as well as site search prospects.
- Coordinates listings for site search selection tool, Westmoreland Sites.
- Supports in preparing information packets, documents and proposals for prospective clients and projects.
- Prepares research requests for clients and projects.
- Assists in special assigned projects and in conducting studies, surveys and development plans related to economic development projects.
- Updates economic development data for executives and departmental staff members.
- Contributes to overall marketing strategy and implementation.
- Reports to Marketing Director, Operations Director and Executive Director.

This job description is not intended to be all inclusive. The employee will also perform other reasonably related business duties as assigned by their immediate supervisor and other management as required.

Skills Needed

- Strong communication skills, both written and verbal
- Experience handling sensitive and confidential situations
- Familiarity with principles of commercial real estate
- Ability to be self-motivated and professionally self-disciplined
- Ability to manage multiple priorities in a fast-paced environment, while maintaining strong attention to detail
- Ability to develop and execute plans and establish and maintain key relationships with vendors, organizations and decision-makers

- Ability to prepare a variety of documents including contracts, letters and other correspondence, etc. using prescribed format and conforming to all rules of punctuation, grammar, diction and style

Minimum Training and Experience Required:

- Bachelor's degree in Business, Communications, Marketing, or related field. Additional years of related experience may be considered in lieu of an advanced degree.

Apply through [Indeed for this job](#).

Submission should include a cover letter and resume. The deadline is November 22, 2021.

County residency must be established within 180 days and maintained throughout employment.

Westmoreland County Industrial Development Corporation is an Equal Opportunity Employer

Job Type: Full-time