

## **Join Our Team: Communications and Marketing Specialist**

**Henderson Economic Development | Henderson, KY | Full-time**

Henderson Economic Development (HED) is looking for a skilled **Communications and Marketing Specialist** to lead efforts that promote economic growth, manufacturing, strengthen existing businesses, and support workforce development in our region. This role is critical to enhancing Henderson's business environment and ensuring the community's continued success.

### **About the Role:**

As a key member of our team, you will develop and implement strategic marketing and communication initiatives that support HED's focus on manufacturing, business retention and recruitment efforts. Your work will play a pivotal role in shaping how Henderson is viewed by manufacturers, businesses, investors, and the broader community.

### **Key Responsibilities:**

- Develop and manage marketing content across platforms, including websites, social media, and publications.
- Oversee all graphic design and branding to ensure consistency and professionalism across materials.
- Collaborate with the economic development team on business retention, recruitment, and workforce development initiatives.
- Lead the development and execution of HED's social media strategy, tracking trends and optimizing engagement.
- Support investor relations by coordinating meetings and highlighting their impact on the organization.

### **What We're Looking For:**

- Minimum of a bachelor's degree in communications, marketing, or a related field, or 2 years of related work experience.
- Strong written and verbal communication skills with attention to detail.
- Experience managing marketing campaigns and communications strategies (preferred).
- Proficiency in graphic design, video, and content creation (Adobe Creative Suite experience is a plus).
- Ability to manage multiple projects and meet deadlines independently.
- Strong interpersonal skills for building relationships with investors, business leaders, and community partners.

### **Why Join Us?**

At Henderson Economic Development, you'll be part of a dedicated team focused on driving real results for our community. This role offers the opportunity to work on impactful projects that shape Henderson's economic future.

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**Ready to Apply?**

Submit your resume and cover letter to [missy@hendersonkyedc.com](mailto:missy@hendersonkyedc.com) by Friday, October 25, 2024. We look forward to hearing from you!