



## Georgia Department of Economic Development Position Announcement

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| Title:                       | <b>Chief Marketing Officer</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Salary:   | *commensurate with experience |
| Division:                    | <b>Marketing and Communications</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Location: | Atlanta, GA                   |
| Duties and Responsibilities: | <p>The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm. It is Georgia's lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, and locating new markets for Georgia products. As the state's official destination marketing organization, it drives traveler visitation and promotes the state as a location for film and digital entertainment projects. GDEcD is responsible for planning and mobilizing state resources for economic development, fostering innovation and the arts to drive opportunity from the mountains to the coast.</p> <p>The Marketing and Communications (MarCom) team serves as an in-house marketing agency at GDEcD. The team works with each branch of GDEcD using data insights to understand customer needs and create, communicate, and deliver marketing and communications products and services for internal clients. MarCom's cohesive, multi-channel work drives success by aligning teams across the Department, upholding brand standards, and managing GDEcD's reputation. Through these efforts, the MarCom team enhances the visibility and impact of GDEcD's diverse initiatives and reinforces why Georgia is the best state to do business.</p> <p>The Chief Marketing Officer will be responsible for overall leadership, strategic planning, and management of the MarCom team, including supervising and mentoring staff to ensure that operations and results are aligned with agency goals and vision; managing contracts and budgets; and supporting collaboration across GDEcD teams.</p> <p>The ideal candidate must have proven experience managing, leading and inspiring marketing teams; develop the relationships required to thrive in a fast-paced environment, and be highly organized. He or she must also use good judgment; be detail-oriented and able to manage multiple tasks and priorities simultaneously; have strong problem-solving skills; and be able to adapt to change quickly.</p> <p>This is an Atlanta-based position requiring a minimum of three days per week in the primary Atlanta office. Five days a week in-office may be required during an initial six-month onboarding period, in addition to some travel.</p> |           |                               |

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| Minimum Qualifications:   | <ul style="list-style-type: none"> <li>• Bachelor's degree in Marketing, Advertising, PR or a closely-related field AND 7 years of leadership experience in the marketing industry, including managing professional-level staff OR 10 years of experience in a closely related position that included 7 years managing professional level staff.</li> <li>• Demonstrated success leading integrated marketing teams across multi-discipline functions.</li> <li>• Track record of developing and executing high-impact, multi-channel marketing strategies.</li> <li>• Deep expertise in reputation management, brand stewardship, and audience engagement.</li> <li>• Experience guiding the development of marketing campaigns and creative materials, ensuring they are high quality, on-brand, and effective in reaching target audiences.</li> <li>• Experience managing relationships with agencies of record, including developing scopes of work, overseeing budgets, and ensuring accountability for performance.</li> <li>• Thorough knowledge of marketing principles, brand, product, and service management.</li> <li>• Budget management experience.</li> <li>• Strong analytical and problem-solving skills.</li> <li>• Strong oral, written, and interpersonal communication skills.</li> <li>• Outstanding organizational skills and attention to detail.</li> </ul> |                                  |     |
| Preferred Qualifications: | <ul style="list-style-type: none"> <li>• 15+ years of progressive marketing leadership, with executive-level responsibility.</li> <li>• Demonstrated experience fostering cross-functional collaboration and empowering and upskilling team members.</li> <li>• Proven ability to collaborate effectively across organizational teams.</li> <li>• Outstanding interpersonal communication and relationship management skills.</li> <li>• Familiarity with public-sector processes such as procurement, RFP development, and contract management.</li> <li>• Knowledge of Georgia's business environment and assets.</li> <li>• Experience with public and media relations.</li> <li>• Experience supporting internal marketing clients.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                  |     |
| Travel Required?          | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Nights,<br>Weekends<br>Required? | Yes |
| Deadline:                 | <b>Open until filled, apply ASAP.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |     |

**Application Instructions:** To apply for this position, ***you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at <https://www.georgia.org/about-us/career-job-search>***. If you do not have internet access or require an accommodation because of a disability, please contact GDEd Human Resources at 404-962-4000 or email [jobs@georgia.org](mailto:jobs@georgia.org).

**Additional Information for Applicants:** *All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.*

*To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.*

*Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.*

*Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.*

**GDEcD is an Equal Opportunity Employer**