



Communications and Marketing Director

\$60,000 - \$75,000

Looking for a dynamic self-actualizing individual to join a highly motivated and dynamic team making a difference in the lives of our community. Under the direction of the Economic Development Director, you will see industrial, downtown, commercial, retail, residential and workforce development up close. Ennis is a community with a multifaceted personality that includes Football, Bluebonnet trails, a strong Czech, Hispanic and African American heritage and 300 Mph Drag Racing! Join a team whose rally-cry "Ennis is Awesome" resonates across the Community, County, Region and State. The successful candidate will develop and implement communication, advertising, marketing initiatives, projects and programs directly related to the management and general business operations of the City of Ennis and Economic Development Corporation. Duties include:

- Plans and directs the development of communications, advertising and marketing campaigns designed to keep the general public, media, neighborhood groups, and employees informed of city programs, accomplishments, and advance economic development initiatives and projects; acts as the City's official spokesperson with the media to provide the City's response to issues.
- Plans and directs public relations efforts in order to meet the needs, objectives and policies of the city; professional application of research and writing skills; writes press releases, speeches, fact sheets, and reports; serves as point-of-contact to neighborhood and community groups for general information, status reports, and other related requests.
- Develops and maintains the City's social media programs; creates, writes, and/or edits city's marketing tools such as newsletters, e-newsletters, brochures, flyers, and oversees the development of content on the city's website and intranet, acting as the city's webmaster.
- Exercises discretion and independent judgement with respect to matters of significance including; plans, promotes, assists with, and implements city wide projects, programs, initiatives and special events; assists with the planning and advertising of ribbon cuttings, ground breakings, grand openings, etc.; evaluates special events and makes recommendations for improvements; assists in securing sponsorships.
- Prepares budgets, maintains records and reports on all revenues and expenditures associated with the respective special events; coordinates employee and volunteer work schedules to ensure adequate staff coverage at special events.

Individuals who apply must possess the following minimum qualifications:

- **Bachelor's degree** in Marketing, Communications, Business related field from an accredited college or university, **and at least six (6) years of experience** in positions with high public contact requiring initiative, creativity, decision making, problem solving and demonstrable results and/or outcomes.
- **Master's degree** in Public Administration, Business Administration, Marketing or Communication **preferred**.
- Valid Texas driver's license in good standing.
- Strong analytical, planning, forecasting and research skills.
- Project management experience with demonstrable products and outcomes
- Proficient with Microsoft Office products as well as all social media programs.
- Creative, diplomatic, cool under pressure and superior interpersonal skills.

Qualified applicants may apply in person with the receptionist at City Hall, 115 West Brown Street, Ennis TX 75119 or download an employment application at www.ennistx.gov and fax to 972/872-9817 or email to dkellenberger@ennistx.gov.

Posting open until filled. **NO PHONE CALLS PLEASE!**

****AN EQUAL OPPORTUNITY EMPLOYER**
AND
DRUG FREE WORKPLACE**