



27565 RESEARCH PARK DRIVE
POST OFFICE BOX 236
MISSION, SOUTH DAKOTA 57555
PHONE: 605.856.8400

JOB DESCRIPTION

COMPANY: Rosebud Economic Development Corporation (REDCO)

POSITION: Marketing Director

REPORT: Chief Executive Officer

CLASSIFICATION: Salary/Exempt

LOCATION: REDCO Headquarters or Telework

JOB SUMMARY:

The Marketing Director is responsible for developing and implementing an integrated marketing and public relations strategy for REDCO and Subsidiaries.

SCOPE OF RESPONSIBILITY:

Designing and implementing dynamic, comprehensive marketing strategies to create awareness of business activities for REDCO and Subsidiaries.

ESSENTIAL FUNCTIONS:

- Participate in the development of branding and corporate identity initiatives.
- Develop and implement marketing plans, including promotional calendars and programs, new marketing projects.
- Develop and manage marketing budgets.
- Develop product branding plans.
- Establish and grow a target market share.
- Conduct customer, brand and product research initiatives.
- Offer expert advice to develop innovative advertising, public relations, social media and events.
- Negotiate with media partners to guarantee advantageous contracts.
- Work with business development teams and sales teams on brand initiatives.
- Manage consultants, freelancers and other suppliers, including contract negotiation and management.
- Demonstrate excellent communication and interpersonal skills.
- Supervise marketing team, including hiring, training, workloads, schedules and deadlines.



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- Oversee the operation of company websites and email marketing program, provide analytic review through tracking tools/software.
- Provide Market analysis and consumer trends.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree required. Master's degree strongly preferred.
- 5-10 years of applicable experience.
- Knowledge of finance, especially expense management & profit and loss statements.
- Soft skills ranked high for desired qualities; attention to detail, versatility and leadership abilities.
- Ability to work cooperatively and effectively with different personality types, vendors and clients.
- Ability to delegate, collaborate and excellent resource utilization.

COMPENSATION:

Salary based on education, qualifications, experience and salary history.

CERTIFICATIONS

I have read and understand this job description.

Employee Signature

Job Description Approved:

Executive Director, REDCO

Chairman, Board of Directors