

Harlingen Economic Development Corporation is seeking a dynamic individual to fill the following position:

*Marketing Manager (link job description)*

The Development Corporation of Harlingen, Inc., otherwise known as Harlingen Economic Development Corporation or HEDC, was formed 28 years ago to encourage job creation and private investment in Harlingen. The HEDC is governed by a five-member Board of Directors appointed by the City Commission. The policy-making board provides direction to the Manager/CEO who is ultimately responsible to implement that direction, with assistance from their staff. HEDC has participated in numerous projects over the years including the attraction, expansion and retention of companies such as United Launch Alliance, Cardone Industries, Encanto Snacks, ITD Metal Stampings, Fox Valley Molding, Bales Mold Services, United Healthcare Group, Dish Network, Bass Pro Shops, Sam's Club, Aloe Laboratories, Adtech, Pentair and so many more.

The Marketing Manager will be responsible for the matters related to the marketing of Harlingen and the HEDC in pursuit of HEDC's goals to increase private investment and create new job opportunities. This person will communicate with various media outlets, advertising consultants, and marketing professionals. Development of innovative marketing campaigns on a tight budget will be essential for success in this position. Travel throughout the United States on occasion is required.

The ideal candidate will have a very strong background in marketing and sales, along with an entrepreneurial spirit, the drive to succeed, the capacity to take on multiple tasks at once and to deal with deadlines effectively. The ideal candidate must work well independently but knows how to collaborate. Knowledge of Publisher, Photoshop, Illustrator, and other desktop publishing and web-design software is a plus. The ideal candidate will have at least 2 years or more years working in a similar position with increasing responsibility and a proven track record. A bachelor's degree in Marketing, Business Administration, Finance, Communications, Journalism or related degree is preferred, but relevant work experience may be considered. A master's degree in one of these fields may substitute for two years of actual work experience. Salary is negotiable depending on qualifications and experience.