



**FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY**

VICE PRESIDENT, MARKETING COMMUNICATIONS

APPLY



VICE PRESIDENT, MARKETING COMMUNICATIONS

LOCATION: TYSONS, VIRGINIA

The Fairfax County Economic Development Authority (FCEDA) is looking for a seasoned professional whose career is on the rise to lead a comprehensive marketing, communications and media relations program. Marketing Fairfax County as a business location, and all of the unique places within it, isn't just about filling office space. It's an opportunity to connect people with good jobs and build the revenue base for a county that provides one of the top public education systems in the nation. **Ready to make a difference?**

THE OPPORTUNITY

You have been preparing yourself for executive leadership—assembling the building blocks while creating content and managing people—and now you are ready to step into a starring role.

The Vice President of Marketing Communications will define the strategic direction for the branding, messaging and promotion of Fairfax County and Northern Virginia as a world center of business and technology, and its assets for business and talent. You will lead compelling content development and drive results in collaboration with an IEDC award-winning MarCom team, a national economic development consulting firm, and a \$1.0 million dollar MarCom budget.

This leadership position reports to the Executive Vice President, works closely with the President and CEO and participates in overall organizational leadership as a member of the executive team.

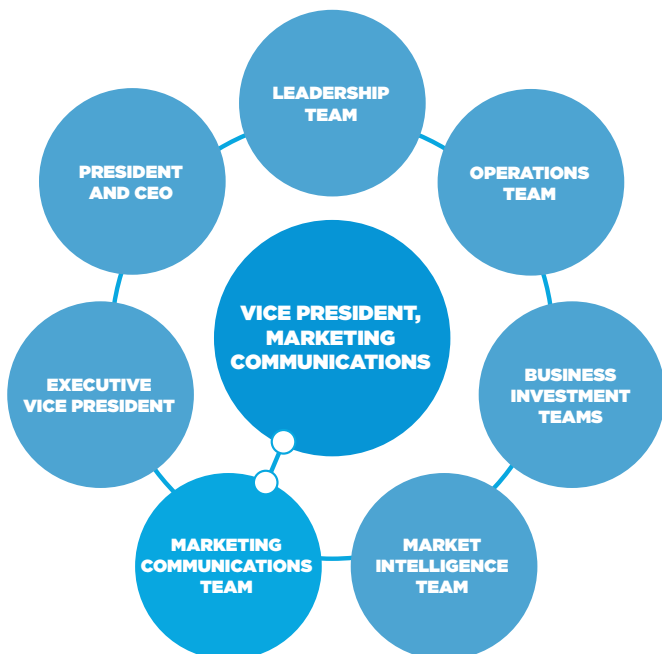
Primary responsibilities include:

- Branding of Fairfax County and Northern Virginia as a premier business and talent location
- Developing content to support FCEDA attraction and retention programs
- Communicating FCEDA impact to public and private stakeholders
- Managing Marketing Communications staff and consultants

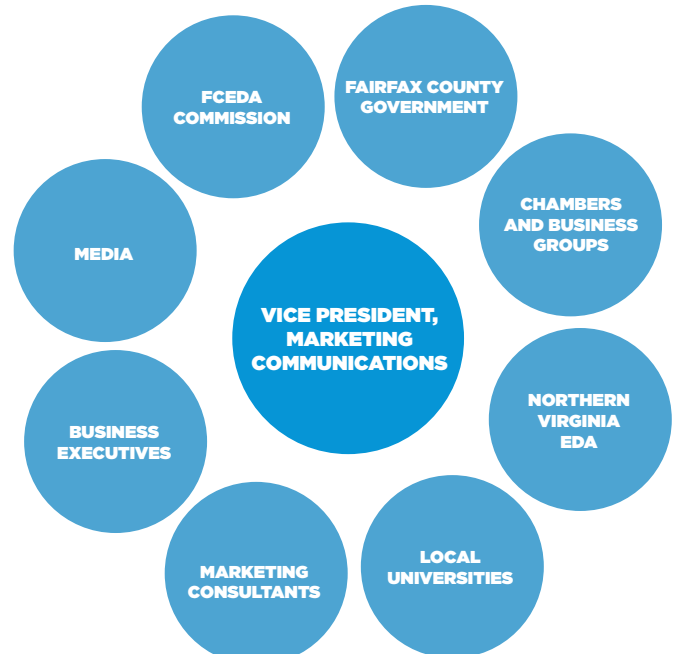
You will be rewarded and recognized for your performance in an environment that will challenge you and provide you with the tools you need to succeed.

SALARY RANGE: \$140,000 TO \$160,000

INTERNAL RELATIONSHIPS



EXTERNAL STAKEHOLDERS



BENEFITS

FCEDA positions are attached to Fairfax County Government for payroll and benefits and are exempt from county civil service rules and regulations. Our benefits include:

- Defined benefit (pension) plan
- Deferred compensation (457) plan
- Annual leave starting at 13 days
- Sick leave starting at 13 days
- Paid family leave up to 6 weeks
- Paid holidays, 10 per year
- Medical, vision and dental insurance
- Life insurance
- Long-term disability insurance
- Flexible spending accounts
- LiveWell program
- Employee Assistance Program (EAP)
- Continuous learning opportunities
- Commuter benefit program
- Retiree benefits

For more details about county benefits, visit <https://www.fairfaxcounty.gov/hr/fairfax-county-benefits-summary>.

The FCEDA prohibits discrimination on the basis of race, color, religion, national origin, sex, pregnancy, childbirth or related medical conditions, age, marital status, disability, sexual orientation, gender identity, genetics, political affiliation, or status as a veteran in the recruitment, selection, and hiring of its workforce.

QUALIFICATIONS

Required qualifications:

- Strategic thinker and visionary
- Demonstrated writing and editing experience with a variety of media
- Creative content creator and facilitator of creative team
- Strong project and process management skills with an ability to plan and execute campaigns and events
- Tech-savvy
- Confident presentation and public speaking skills
- Agility and the ability to work in a fast-paced environment
- Ability to manage a team and bring out the best in each member
- Excellent collaborator and trusted relationship builder, with a variety of teams and stakeholders
- Experience developing and managing program budgets
- A passion for our mission to foster the growth of our businesses and our community
- You understand what drives us and you share our personal interest in the growth and development of places
- Bachelor's degree in a relevant field plus 5-10 years' related work experience

Preferred qualifications:

- Experience with economic development, commercial real estate, local government or other place-marketing entities
- Experience as a media contact and supervising media outreach and messaging
- Experience developing or overseeing a range of marketing channels, including websites, social media, and publications
- Well-rounded understanding of content management, media monitoring and customer relationship-management tools
- Master's degree in a relevant field

Special requirements:

- Appointee to the position must satisfactorily complete a criminal background check and credit checks.
- All newly hired employees are required to be fully vaccinated against COVID-19 (two weeks after the last required dose) as a condition of employment or obtain approval of a medical or religious exemption prior to their start date.

HOW TO APPLY

Please send a cover letter and resume to swhite@fceda.org, no later than January 24, 2022.

WORKING FOR THE FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

The FCEDA helps businesses start, expand or relocate in Fairfax County. Chartered by the Commonwealth of Virginia, the FCEDA is led by a board of county business leaders and funded by the Fairfax County government to promote the county as one of the world's best business locations and build the county's commercial tax base. The Board of Supervisors uses the commercial tax base to fund high-quality public services for a growing and diversifying population.

Three business investment divisions—National, International and Business Diversity—work with companies interested in starting, expanding and relocating businesses to Fairfax County. Other teams provide services to support business investment programs: marketing communications, market intelligence, real estate services and operations.

The FCEDA leadership team is comprised of the President and CEO, Executive Vice President, Senior Vice President for Business Investment, Vice President of Marketing Communications and Vice President of Operations.

ABOUT FAIRFAX COUNTY

Fueled by diverse business resources, Fairfax County is the headquarters for 11 Fortune 500 and 100-plus Inc. 5000 companies. Highly educated talent, a unique technology cluster of 8,700 companies, strategic D.C. access and a favorable business climate come with the territory when doing business in Fairfax County.

With more than 119 million square feet of space, Fairfax County is the second-largest suburban office market in the U.S. and the largest in the Washington, D.C., area.

Minutes from the nation's capital, Fairfax County blends the best of comfortable living with access to many large cities on the East Coast, including Boston, New York City, Baltimore, Richmond and Miami. It's easily accessible to most American cities. Major airports nearby make it convenient to travel to and from international headquarters with numerous direct flights.

Fairfax County is home to 1.1 million county residents and everything from the shopping mecca of Tysons Corner to the planned communities of Reston and Merrifield. Catch outdoor concerts at the famous Wolf Trap, hike at Great Falls National Park or enjoy the company of new neighbors in your suburban community with tree-lined streets.



Ready to make a difference?



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