



**Job Title: Marketing and Outreach Coordinator**

**Location: McHenry County Economic Development Corporation (MCEDC)**

**Reports To: Executive Director**

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### **McHenry County Economic Development Corporation Mission**

*To promote the economic health of McHenry County through retention, expansion and attraction of industry.*

### **Position Summary**

The Marketing and Outreach Coordinator plays a key role in advancing the mission of the McHenry County Economic Development Corporation by leading marketing initiatives and coordinating community and stakeholder engagement activities while managing critical administrative functions. This position ensures seamless communication with stakeholders, maintains accurate records, and supports the team in creating a positive impact on the local economy.

### **Key Responsibilities**

#### **Marketing and Outreach**

- Develop, execute, and monitor marketing campaigns to promote MCEDC programs, events, and initiatives across digital, print, and social media platforms.
- Create and distribute newsletters, press releases, and other promotional materials.
- Manage the organization's website, ensuring content is up-to-date and aligned with branding standards.
- Build and maintain relationships with local businesses, government, community organizations, and media partners.
- Coordinate outreach events such as workshops, networking events, and public presentations to enhance engagement with stakeholders.

#### **Administrative Support**

- Serve as the first point of contact for inquiries, providing guidance to external and internal stakeholders.
- Organize and maintain files, databases, and contact lists, ensuring information is accurate and readily accessible.

- Coordinate and schedule meetings, including board and committee sessions, preparing agendas, minutes, and supporting documentation.
- Assist in the development and monitoring of budgets for marketing and outreach projects.
- Process invoices, purchase orders, and other financial documentation related to department activities.
- Maintain an organized workflow for project management, ensuring all deadlines and deliverables are met.

### ***Qualifications***

#### **Education and Experience**

- Bachelor's degree in marketing, Communications, Business Administration, or a related field (or equivalent experience).
- 2+ years of professional experience in marketing, communications, or administrative roles, preferably in the public sector or non-profit organizations.

#### **Skills and Competencies**

- Strong organizational and administrative skills, with a keen eye for detail.
- Proficiency in Microsoft Office Suite, CRM platforms, and marketing tools such as Canva, Adobe Creative Suite, or similar.
- Excellent written and verbal communication skills.
- The ability to build, develop and manage relationships with partners and stakeholders to advance strategic objectives.
- Familiarity with economic development principles and local community issues is a plus.

#### ***Work Environment***

This position operates in a professional office environment and requires occasional travel within McHenry County. Candidates must have reliable transportation and be available for occasional evening or weekend events. MCEDC's offices are in Crystal Lake, IL.



### ***Salary and Benefits***

- Salary Range: \$52,000-\$65,000 annually.
  - Compensation packages are based on various factors unique to each candidate, including skill set, experience and related qualifications.
- Comprehensive benefits package, including health insurance, retirement plans, and professional development opportunities.

### ***How to Apply***

Interested candidates should submit a cover letter, resume, and three professional references to [mpiekos@mcedc.com](mailto:mpiekos@mcedc.com).