

Economic Development Specialist - Marketing (Central, South Central Florida)

This position serves as the primary marketing specialist for Duke Energy's Florida economic development team. Assists in implementing and administering programs and policies to encourage, promote and achieve economic development.

Responsibilities

- Develop and promote written content and promotional pieces that position Duke Energy's Florida communities and service territory as premier locations for business. Coordinate economic development project proposals and support tracking projects and leads through Salesforce.
- Develop constructive and professional working relationships with local and state economic development officials and other Duke Energy departments. Align the Florida Economic Development team content with the Duke Energy brand standards.
- Standardize the format of Duke Florida ED materials and processes.
- Generate marketing collateral to communicate the results of the Duke Florida ED program to internal and external audiences via various platforms.
- Maintain membership and active participation in state and national professional associations and on economic development organizations' marketing committees to enhance economic development within our service territory.

Basic/Required Qualifications

Bachelor's degree and three plus years related work experience OR
HS/GED and seven plus years related work experience in lieu of a degree.

Additional Preferred Qualifications

- Demonstrated ability to speak and write in a clear, concise, and organized manner using correct grammar – ability to document, make recommendations and influence others to common vision and action
- Demonstrated ability to represent Duke Energy and effectively communicate internally and externally
- Demonstrated effective interpersonal skills and experience developing professional working relationships
- Familiarity and experience working with the Economic Development department
- Demonstrated ability to innovate and provide options to issues that are complex
- Demonstrated ability to lead and/or work with a diverse team of individuals to meet a common goal and timeline
- Demonstrated ability to facilitate or identify and bring together the resources and individuals necessary to complete a project
- Experience in customer contact, making recommendations and providing solutions to internal and/or external customers
- Experienced in graphic design work
- Familiarity and experience writing and distributing content through social media platforms

Working Conditions

- 10 to 15% Travel

Please [click here](#) to apply.