



Communications and Engagement Manager

Position Description

The Communications and Engagement Manager oversees all internal and external communications for the organization to ensure adequate engagement. This role involves creating public relations and marketing materials such as press releases, success stories, newsletters and supporting graphics. This role also involves tracking and reporting analytics on marketing and communications campaigns and event execution. The Communications and Engagement Manager interacts frequently with sponsors, Corporate Partners, program clients, Committee Chairs and others on the advancement of organization goals.

Candidate must be a digital native and comfortable working in a virtual environment. The ideal applicant would have proven success in this kind of setting and ability to manage and complete projects in a timely fashion. Must be Florida based and occasional in-state travel will be required.

Duties and Responsibilities

- Create and manage content to support communications and marketing efforts including, but not limited to, monthly newsletters, e-blasts, brochures, social media, client success stories and press releases.
- Manage public relations calendar.
- Generate, edit, publish, and share engaging content to all social media accounts that align with organization goals.
- Design graphics for events, programs, and other efforts, as needed.
- Manage event planning and post-event follow up for the organization, including GrowFL Florida Companies to Watch, Leadership Institute, American Academy of Entrepreneurs, Regional Chapter events.
- Maintain salesforce database – critical for relationship management with corporate partners, sponsors, and members.
- Manage all GrowFL online content and websites including updates, as necessary, to keep information relevant.
- Manage and track engagement, analytics, and success of online content, marketing campaigns, events, and other reporting, as necessary.
- Provide support to GrowFL committees and Regional Chapter leadership.
- Support reporting for FloridaMakes and GrowFL Advisory Board.

Preferred Qualifications

Experience with Microsoft Teams, WordPress and website administration, SalesForce, Zoom, HTML coding, Canva, and Adobe Creative Suite.

Basic Qualifications

- Bachelor's degree in business, public relations, communications, marketing or related field
- Microsoft Office proficiency
- Marketing experience
- Excellent time management and communication skills
- Ability to build, manage and maintain productive business relationships



Work Site Location / Schedule

GrowFL maintains a physical address within the FloridaMakes offices located in Orlando. All staff work remotely with a standard schedule being Monday – Friday, 8:00 am – 5:00 pm excluding holidays. There is periodic deviation from the standard schedule to accommodate and support external meetings and events.

Compensation / Benefits

The annual salary for this position is \$50,000 and includes benefits such as 401(K), medical, dental and vision insurance, life insurance, holiday pay, two weeks paid vacation. Pre-approved business travel and business-related mileage are reimbursed. Job-specific professional development courses may also be considered for reimbursement.

About GrowFL

GrowFL is dedicated to supporting and accelerating the growth of second-stage companies throughout Florida by providing their leaders with focused, efficient and timely access to resources they deem important. Our programs provide connections with other second-stage company leaders and professional organizations whose expertise, experience and products lead to the second-stage company's continued growth and prosperity resulting in the diversification and growth of Florida's economy. Second-stage growth companies have at least 6 employees and \$750 thousand in revenue and possess the intent and desire to grow beyond second-stage. For more information on GrowFL, please visit www.growfl.com.

Response Deadline

Interested candidates are requested to submit their resumes – including cover letter, recent work history and professional references – by Friday, January 21, 2023 to jobs@growfl.com.