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**SPB Job Title:** **Deputy Administrator /Tier III – Time Limited**

**Special Note:** Some travel is required.

**Recruitment:** Closing Date: October 14, 2024

**Annual Salary:** $100,000.00 - $123,847.14

**Location:** Marketing, Communications, and Research

**City/State:** Jackson, MS in Hinds County

**Who May Apply:** This recruitment is open to current agency employees, as well as the public, and may be viewed on the agency website at: <https://mississippi.org/about/careers/>

**How To Apply:** An electronic application should be submitted through the State Personnel Board website by [Clicking here](https://www.governmentjobs.com/careers/mississippi/jobs/4659211/deputy-administrators-tier-iii?keywords=deputy%20administrator&pagetype=jobOpportunitiesJobs)

*The deadline for submitting electronic applications is 11:59 p.m. on the closing date of recruitment.*

*Mississippi Development Authority is an equal opportunity employer.*

*MDA complies with E-Verify, which is an internet-based system operated by the Department of Homeland Security in partnership with the Social Security Administration that allows participating employers to electronically verify the employment eligibility of their newly hired employees.*

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**Deputy Administrator-Tier III**

**Serving as Chief Marketing Officer**

**Characteristics of Work:**

The Mississippi Development Authority (MDA), the economic development agency for the state of Mississippi is seeking an experienced professional to serve as the agency's Chief Marketing Officer.

Successful candidates will be able to demonstrate experience managing a team as well as advising principals on strategy, budget, and marketing direction.

The successful candidate should be a proven leader with a record as a change agent either within their organization or on behalf of clients. They must also have a thorough understanding of current marketing concepts and campaigns and a mastery of digital media including content creation and advertising platforms.

**Experience with the following is imperative for success:**

* Strategy Development & Execution
* Brand Awareness Development
* Campaign Management
* Market Research & Data Analysis
* Products and Services Promotion & Management
* Public Relations & Communications

**Duties and responsibilities include, but are not limited to:**

The CMO will lead a team of research, marketing, and public relations professionals in two primary functions: 1) Developing and executing a marketing strategy for the state of Mississippi and 2) Supporting internal divisions with marketing and research needs.

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**Deputy Administrator-Tier III**

**Serving as Chief Marketing Officer**

With focus on:

* Developing and implementing marketing strategies. MDA's product is investment. MDA invests in sites and buildings, companies, programs, and infrastructure through a mix of incentives, grants, and loans. This product marketing will be similar to investment products, but a different audience.
* Developing a strategic marketing and communications plan. MDA's success will be found by knowing our customers, where to find them, what to tell them and how.

**Education and Experience Requirements:**

* Four-year degree in marketing, advertising, or a related discipline
* Minimum of eight years of work experience, preferably in an agency setting

Preferred qualifications:

* Bachelor's Degree in Marketing or Advertising
* 8+ years experience in marketing
* 3+ years experience leading national and international marketing campaigns
* 5+ years of leadership experience in marketing
* Experience with data utilization for marketing campaigns
* Advertising agency, economic development, investment banking, and/or commercial real estate experience

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