

JOB DESCRIPTION

JOB TITLE: Manager, External Affairs & Marketing

JOB STATUS: Exempt

ABOUT THE PORT OF PASCAGOULA:

The Port of Pascagoula, ranking 25th in the nation, is a dynamic and bustling maritime gateway crucial in facilitating trade, supporting economic growth, and fostering innovation in the region. As the largest full-service deepwater port in Mississippi, we are committed to providing exceptional service to our partners, stakeholders, and communities. Our state-of-the-art facilities, strategic location, and dedication to environmental responsibility make us a vital hub for a wide range of industries, from shipping and logistics to energy and manufacturing.

WHO WE ARE LOOKING FOR

The Port of Pascagoula External Affairs & Marketing Manager will play a pivotal role in enhancing the port's public image and brand reputation while fostering positive relationships with stakeholders and overseeing strategic marketing initiatives through the usage of multiple social media platforms. The successful candidate will be responsible for developing and implementing comprehensive external affairs and marketing strategies to promote the port's services, achievements, and community impact.

GENERAL DESCRIPTION OF WORK PERFORMED:

Content Creation:

- Develop and produce high-quality, visually appealing, and shareable content for social media platforms such as Instagram, Facebook, Twitter, LinkedIn, and more.
- Create a diverse range of content, including but not limited to images, videos, infographics, and written posts, that aligns with the brand voice and messaging.

Content Strategy:

- Collaborate with port personnel to develop and execute a social media content strategy that aligns with overall marketing and business objectives.
- Stay up-to-date with social media trends, algorithm changes, and emerging platforms to ensure content relevance and effectiveness.

Marketing Strategy:

- Create and implement innovative marketing strategies to increase awareness of port services and attract new business opportunities.
- Collaborate with internal personnel to develop marketing materials, including brochures, presentations, and digital content.
- Ensure consistency in visual branding across all social media channels, maintaining a cohesive and recognizable brand identity.

Brand Management:

- Ensure a consistent and positive brand image across all communication channels.
- Monitor and address any issues or concerns related to the port's reputation.

Event Coordination:

- Plan and coordinate promotional events, trade shows, and industry conferences to showcase the port and foster networking opportunities.

DESIRABLE EDUCATION AND EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field.
- Proven experience in external affairs, marketing, or related roles.
- Understanding of port operations and the maritime industry.
- Excellent communication, presentation, and interpersonal skills.
- Demonstrated ability to develop and maintain positive relationships with diverse stakeholders.
- Proficiency in digital marketing, social media management, website management, and PR strategies.
- Strategic thinker who can analyze data and trends to inform decision-making.

SPECIFIC JOB SKILLS/ABILITIES MAY INCLUDE:

(But are not limited to):

- Microsoft Office Suite
- Google Workspace
- Adobe
- Video Conferencing- Zoom, Microsoft Teams
- Squarespace
- Canva
- Website Development
- Digital Marketing

REPORTS TO: Port Director