The Launch Place (TLP) provides new and early-stage business support services and pre-seed and seed investments for technology startups in Virginia and North Carolina. As a venture development organization with the purpose to plan, fund, launch and grow businesses, The Launch Place helps companies to get started, or to expand their operations by providing business consulting services, office space, and by investing in them through its investment funds. TLP is seeking to hire a Public Relations and Social Media Coordinator who will be responsible for the development and implementation of the organization’s PR, marketing and social media plan.

We are seeking a talented, motivated individual to join our organization as a Public Relations and Social Media Coordinator. You will assist in all aspects of public relations planning and coordination, from scheduling events and liaising with the press to defining social media strategies and creating opportunities to realign public opinion. In some cases, you may coordinate brand strategy for The Launch Place’s portfolio companies. Our ideal candidate has at least a bachelor’s degree in marketing, communications, or public relations, or related experience and a portfolio of successful client work.

Public Relations and Social Media Coordinator Job Responsibilities:

- Work with TLP President and CEO to determine the current level of brand awareness.
- Define public relations goals with the President and CEO and determine roadmap for success.
- Write press releases, website content, social media posts and articles as needed.
- Schedule and promote press and public events, maximizing coverage and impact while serving as the primary contact for press.
- Contributes to marketing strategy by leveraging social media to identify and acquire customers.
- Increase market share by developing social media marketing plans and programs for each product and directing promotional support.
- Maintains online relations with customers by organizing and developing specific customer-relations programs.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Develops new approaches for market development, acquiring and analyzing data, and consulting with internal and external sources.
- Maintains research database by identifying and assembling marketing information.
- Provides marketing information by answering questions and requests.
- Achieves financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
• Complete social media marketing department operational requirements by scheduling and following up on work results.

Location of Job:

Southside Business Technology Center, Inc., d/b/a The Launch Place, Danville, VA. Approximately 50% of time in the Danville office, 20% of time in RTP office and 30% travel.

Social Media Marketing Manager Qualifications/Skills:

• Proficient writer
• Social media skills
• Creating and maintaining client relationships
• Managing Processes
• Self-motivated yet customer-focused
• Proficient in marketing research and statistical analysis
• Familiar with financial planning and strategy

Education, Experience, and Licensing Requirements:

• Bachelor’s degree in marketing, public relations, or a related field
• Proven working experience in digital marketing and in a public relations role
• High-level understanding of marketing communications, relationship management, and brand strategy
• Superb organizational, communication, and interpersonal skills
• Demonstrable experience leading and managing SEO/SEM, marketing database, and social media advertising campaigns
• Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
• Working knowledge of ad serving tools
• Experience in setting up and optimizing PPC campaigns on all major search engines
• Working knowledge of HTML, CSS, and JavaScript development and constraints

Compensation:

The Launch Place offers a competitive compensation package. Employee benefits include, but are not limited to medical insurances and a matching 401(k) plan.