

Job Title: Digital Marketing and Communications Specialist
Organization: St. Tammany Economic Development Corporation
Location: Covington, LA
Reports To: Director of Communications and Public Information Officer
Position Type: Full-time

Position Overview

St. Tammany Economic Development Corporation, the economic development organization for the St. Tammany parish region, is seeking a skilled **Digital Marketing and Communications Specialist**. This role focuses on digital marketing strategy, website management, and content creation, with a strong emphasis on using HubSpot for automation and analytics. The ideal candidate will possess the ability to create visually engaging content using Canva, outstanding writing and communications skills, and strong critical thinking and problem-solving abilities.

Key Responsibilities

Digital Marketing & Automation

- Develop, implement, and optimize digital marketing campaigns to support the economic development organization's strategic goals
- Manage HubSpot for CRM, email marketing, landing pages, lead generation, and marketing automation
- Analyze campaign performance metrics and develop recommendations to enhance ROI
- Drive SEO, SEM, and paid digital advertising strategies
- Monitor regional and national trends relevant to economic development and incorporate insights into marketing strategies

Website Management

- Oversee day-to-day management of the economic development organization's website to ensure functionality, usability, and up-to-date content

- Collaborate with internal teams and external vendors to enhance user experience and integrate analytics tools
- Monitor website performance and recommend improvements based on traffic, engagement, and usability data

Content Creation & Visual Communication

- Design digital assets using Canva, including infographics, social media graphics, email visuals, and presentation templates
- Develop compelling written content for digital platforms including websites, newsletters, and social media
- Ensure all visual content aligns with the economic development organization's brand guidelines, tone, mission, and messaging strategies
- Support the creation of monthly, quarterly, and annual reports, marketing collateral, press releases, and presentations
- Coordinate with internal departments and external partners to ensure marketing and communications align with broader organizational goals
- Provide marketing and communication support for events, business attraction efforts, and investor relations

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Economic Development, or a related field
- 3+ years of experience in digital marketing, communications, or related roles—preferably in an economic development, nonprofit, or public agency setting
- Proficiency in HubSpot or similar marketing automation and CRM tools (certification a plus)
- Proficiency in Canva or similar graphic design tools for creating visually appealing marketing assets
- Strong knowledge of digital marketing tactics including SEO, content marketing, paid media, and email marketing
- Excellent writing, editing, and storytelling skills with keen attention to detail

- Experience with website content management systems (e.g., WordPress), HTML/CSS knowledge a plus
- Analytical mindset with the ability to interpret data and translate insights into actionable strategies
- Knowledge of economic development principles, key stakeholders, and performance metrics preferred

Benefits

- Competitive salary commensurate with experience
- Health, dental, and vision insurance
- Paid time off and holidays
- Retirement plan options
- Professional development opportunities

To Apply:

Please submit a resume, cover letter, and two writing samples or portfolio pieces demonstrating your digital marketing and communications experience to kdurand@sttammanyedc.org.