



RED CEDAR DEVELOPMENT CORPORATION

POST OFFICE BOX 526 • RICE LAKE, WI 54868

(715) 234-7008

ADVERTISEMENT

Marketing Director for Red Cedar Development Corporation

Job Summary

Under general direction of the Red Cedar Development Corporation Board of Directors, the Marketing Director will stimulate a market for new industrial jobs by enticing new businesses to relocate to Rice Lake and provide marketing services that in general are designed to recruit new industry to the City of Rice Lake Wisconsin while offering assistance for retention and or expansion of existing industry. The Marketing Director will become familiar with the City of Rice Lake and on going economic development efforts, programs and all policies associated with. The position requires a detailed decision-making process and analysis in the selection of businesses to be recruited. The Marketing Director must use sound judgment and ingenuity in interpreting the needs of current and new industry. Position requires regular contact with the Red Cedar Board and any others necessary while using considerable tact and judgment.

Preferred Qualifications

- A degree in marketing, economic development, business development, sales, public relations or a closely related field.
- 5-10 years of related experience in the field of economic development and marketing.
- A valid Wisconsin driver license.
- Advanced computer skills and software knowledge with word-processing, spreadsheets, database management, etc.
- Excellent organizational, verbal, written and interpersonal communication skills with negotiation and managerial abilities to serve clients in a diplomatic manor.
- Good judgment in respecting confidentiality of development information and inquiries.
- Knowledge of principals and practices of economic policy, administration and implementation.

Interested parties should send letter of application, with resume and references no later than February 18, 2005 to:

Red Cedar Development Corporation
Bruce Markgren, President
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Rice Lake, Wisconsin 54868
(715) 234-7008
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