Kentucky Highlands Investment Corporation’s KHIC Center in London, KY is seeking a manager to assist in marketing its KHIC Center

The Marketing/Facility Manager is responsible for effectively managing and leading the day-to-day marketing and facility operations of the Kentucky Highlands Innovation Center (KHIC Center) and participating as an integral part of the management team.

Responsibilities include:
➢ Work with KHIC Center team to develop and execute local and regional marketing campaigns.
➢ Leverage all marketing channels including print/television/radio/online advertising, direct marketing, sponsorships, and promotions to drive new business opportunities and build brand equity.
➢ Help develop and execute a marketing plan demonstrating measurable return against business goals and creating scalable, replicable marketing programs.
➢ Employ innovative solutions, demonstrate strong analytical skills, and utilize data-intensive marketing analysis, including primary and syndicated market research.
➢ Recruit and conduct intake for prospective business accelerator tenants.
➢ Coordinate facility maintenance and repairs including interior furnishings and equipment.
➢ Contribute to funder reporting and data collection.
➢ Work with facility tenants to create a dynamic, creative and productive business environment.
➢ Provide leadership reflecting the company's commitment to engaging and developing entrepreneurs, performance excellence, exceptional work environment, and high standards of personal conduct.

Ideal candidates understand modern marketing theories and have the ability to develop and employ direct marketing campaigns. Candidates are forward-thinking and creative individuals with high ethical standards. They possess strategic vision, sound technical skills, analytical ability, good judgment, and a strong marketing focus.

They also will have practical skills that are useful to the management and growth of a two-story business accelerator facility. Strong verbal and written communication skills are required. A Bachelor’s degree in Business Administration, Marketing, or related field is required. Qualified applicants must have at least two years experience fulfilling marketing responsibilities. In addition, applicants must have excellent interpersonal and presentational skills.

We offer a competitive salary and benefits package. Send resume and cover letter to Personnel, Kentucky Highlands Innovation Center, 440 Old Whitley Road, Suite 202, London, KY 40741 or E-mail information to: esd@khic.org. Kentucky Highlands Investment Corporation is an EOE.