

DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
JOB OPPORTUNITY
Brand Director
00100125

PLEASE FOLLOW THE SPECIFIC APPLICATION FILING INSTRUCTIONS AT THE BOTTOM OF THIS PAGE!

Open To: The Public
Location: 505 Hudson Street, Hartford
Hours: 40 hours per week
Salary: \$99,559 - \$127,707
Closing Date: November 28, 2011
Job Posting No.: 00100125

NOTE: This position will report directly to the Deputy Commissioner of the Department of Economic and Community Development.

About the Agency: The mission of the Connecticut Department of Economic and Community Development (DECD) is to implement strategies to increase the state's economic competitiveness. DECD staff work to create and retain jobs, revitalize neighborhoods and communities, and **solidify the state's reputation as a high-tech leader in innovation and productivity.**

Background: The State of Connecticut has authorized \$15 million to develop a new branding campaign for the state. This position supports the day-to-day management of the campaign.

General Experience: Ten (10) years of professional experience in branding to including conceptualization, creation of brand identity and recognition through a brand promise, image, logo/symbol, slogans and various graphics and various media sources.

Substitutions Allowed: College training in marketing or business administration may be substituted for the General Experience on the basis of fifteen (15) semester hours equaling one-half (1/2) year of experience to a maximum of four (4) years for a Bachelor's Degree. A Master's Degree in business administration may be substituted for one (1) additional year of the General Experience.

Special Requirement: Incumbents in this class may be required to travel.

Minimum Qualifications Required

Knowledge, Skill and Ability: Considerable knowledge of and ability to apply management principles and techniques; considerable knowledge of relevant state and federal laws, statutes and regulations; considerable knowledge of conceptualization and creation of branding; considerable knowledge of successful and cost effective strategies for marketing the products of tourism and the state for a location to live and have and grow a business; considerable knowledge of various media sources, including social/digital media; considerable knowledge of marketing research and plan development; considerable knowledge of business; knowledge of international marketing; considerable interpersonal skills; considerable oral and written communication skills; managerial and leadership skills; considerable ability to executive branding and marketing strategies; considerable ability to develop and work within a budget, ability to think creatively and to influence and persuade potential consumers; ability to cultivate and maintain positive relationships within and outside of the agency.

Examples of Duties: Develops a unified brand concept to market the State of Connecticut within the state, regionally, domestically and internationally for the benefits of increased tourism, businesses development and talent recruitment; creates brand identify and recognition through the development of a brand promise, image, logo/symbol, slogan, graphics, advertisements and other techniques to connect and engage with targeted markets; participates in the development of a marketing plan; creates a branding communication strategy and executes branding campaigns utilizing various media sources, including social media, suitable to the targeted market and its location; serves as public relations point person to support the positioning strategy; coordinates branding and marketing initiatives with the Governor's communication team and key stakeholders in the private and public sectors; maintains contacts with individuals within and outside of the agency including strong partnership and internal agency divisions, tourism businesses, metro chambers, universities, historic and arts organizations, cluster organizations, utilities and regional destination marketing organizations; develops, implements and evaluates branding policies, goals and objectives; participates in budget development; maintains marketing metrics and evaluates the performance of initiatives; attends public forums, meetings and events to speak before groups to market the State of Connecticut; takes improvement measures to perfect the outcomes of branding and marketing; designs and implements performance review standards for staff; performs related duties as required.

Application Instructions: Interested and qualified candidates who meet the above requirements should submit a cover letter, a resume, and a Form CT-HR-12 (application for employment) found on the DAS website **no later than close of business November 28, 2011** to:

DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
Human Resources Office
505 Hudson Street
Hartford, CT 06106

Note: The filling of this position will be in accordance with reemployment, SEBAC, transfer, promotion and merit employment rules.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.