

If you are a storyteller, content strategist, and AI-curious communicator ready to define the next generation of economic development communications, we want you on our team.

WHY JOIN FCEDA?

- AI-Powered Work Environment – Be part of one of the first economic development organizations leveraging AI to transform content marketing and digital engagement.
- Innovative Projects – Work on cutting-edge initiatives at the intersection of business, technology, and economic growth.
- Professional Growth – Access to AI tools, training, and industry conferences to stay ahead in the evolving world of communications.
- Impact-Driven Role – Your work will directly contribute to shaping the economic future of Fairfax County, building the entrepreneurial ecosystem, and attracting global businesses and top talent.

POSITION:

Marketing and Communications Specialist (AI-Enabled Content Creation)

DATE OF COMPLETION:

March 2025

STATEMENT OF AUTHORITY'S MISSION:

The Fairfax County Economic Development Authority (FCEDA) is at the forefront of shaping the future economy of one of the most dynamic regions in the U.S. We are committed to driving business growth, innovation, and global investment in Fairfax County through cutting-edge communication strategies. As we embrace AI-driven economic development, FCEDA is seeking a Marketing and Communications Specialist (AI-Enabled Content Creation) to develop high-impact, data-driven, and AI-augmented content that enhances our global brand, supports business and talent retention and attraction, and drives engagement with stakeholders across industries.

POSITION SUMMARY:

The Marketing and Communications Specialist will be responsible for creating compelling, innovative content that amplifies Fairfax County's economic success stories, attracts businesses and top talent, and strengthens our brand presence. This role will integrate AI tools for content creation, predictive analytics, and digital storytelling to transform how FCEDA engages with global audiences. This position will identify trends and unique stories for e-mail marketing; writing e-newsletters, press releases, media responses, event briefings, talking points and executive remarks; and creating content for industry-specific case studies, reports, websites and other marketing collateral.

DIRECTION:

General direction to this position is provided by the Director of Marketing and Communications. The employee will also perform other duties as assigned, so long as such duties are within the bounds of accepted standards of safety and propriety.

ESSENTIAL DUTIES:

I. Content Creation and Storytelling (60%)

- Develop compelling digital content (articles, press releases, blogs, reports, social media) using AI-assisted writing and analytics tools.
- Leverage AI-driven insights to tailor messaging for different industries (AI, cybersecurity, space tech, clean energy, and more).
- Use generative AI (GPT, Claude, Gemini, etc.,) to enhance content ideation, tone, and audience personalization.
- Deploy AI-powered SEO strategies to optimize website and blog content for search engines and engagement.
- Produce multimedia content (podcasts, interactive storytelling) by integrating AI-based media tools.
- Produce weekly e-newsletter including written content, questions for interviews, and assistance with filmed interviews.
- Create marketing copy for branded material, fact sheets, brochures, flyers, advertisements, etc.
- Produce engaging content that aligns with strategic communication and marketing goals including company highlights, executive interviews and talent profiles.

II. Strategic Communications and Messaging (20%)

- Proactively develop data-driven messaging frameworks to support FCEDA's global strategy.
- Ensure FCEDA's voice remains consistent and future-focused across all digital platforms.
- Craft executive speeches and talking points that incorporate real-time AI analysis.

III. AI-Powered Digital Engagement and Analytics (15%)

- Utilize AI tools to analyze audience engagement patterns and adjust content strategy accordingly.
- Leverage AI-powered audience sentiment analysis to refine messaging for business attraction efforts.
- Implement predictive analytics to enhance FCEDA's digital content impact and global reach.

IV. Stakeholder and Media Engagement (5%)

- Work with regional media outlets, business partners, and government agencies to promote FCEDA's initiatives.
- Collaborate with internal teams to develop AI-driven thought leadership content.

QUALIFICATIONS:

Required Skills and Experience

- Bachelor's degree in communications, journalism, marketing, or related field (or equivalent experience).

- 2+ years of experience in content creation, digital marketing, or communications.
- Strong storytelling ability, with capability to translating complex economic and tech topics into engaging content.
- Exceptional writing and editing skills, and impeccable sense of appropriate tone.
- Proficiency in AI-assisted writing tools (ChatGPT, Jasper, Grammarly, Frase, etc.).
- Experience using AI-powered SEO tools (SurferSEO, Clearscope, Semrush).
- Familiarity with content management systems (CMS) like WordPress.
- Familiarity with customer relationship management tools (CRM) like HubSpot or Salesforce.
- Ability to synthesize AI-driven data insights into compelling narratives.

Preferred Skills and Experience

- Experience with AI-based social media management platforms (Emplifi, Sprinklr, Hootsuite AI).
- Understanding of economic development, business attraction, or tech innovation ecosystems.
- Experience working with GIS-based storytelling tools for location-based business marketing.
- Basic knowledge of AI or willingness to learn quickly.

SPECIAL REQUIREMENTS:

The appointee to the position must satisfactorily complete a criminal background check.

PHYSICAL REQUIREMENTS:

Job is generally sedentary in nature; however, employee is required to walk, stand, sit, bend, kneel, reach, climb stairs and carry up to 25 pounds in weight. Use hands to grasp handle or feel. Visual acuity is required to read data on a computer monitor. Physical requirements can be performed with or without accommodations.

SALARY RANGE:

\$50,000 to \$60,000

This is a **full-time position with benefits**. This position is attached to Fairfax County Government for payroll and benefits and like all FCEDA positions, is exempt from county civil service rules and regulations.

Submit resume and cover letter by 4:00 p.m. ET Thursday, May 8, 2025 via email to swhite@fceda.org. Please include the job title and source of the advertisement within the subject line. No phone calls, please.