

# STL PARTNERSHIP

## Manager: Nvsted

### ***THE ORGANIZATION***

Our mission is to lead in the development and growth of long-term diversified business and employment opportunities by creating innovative solutions that generate increased wealth and enhanced quality of life for the citizens, businesses and institutions of the St. Louis region.

The St. Louis Economic Development Partnership marks a new era of collaboration within St. Louis by aligning regional efforts in business development, business finance, entrepreneurial support and international trade services.

Today, the Economic Development Partnership provides a broader range of services than most agencies of its kind, boosting innovation and entrepreneurship, attracting and retaining companies, increasing the region's international reach, and revitalizing municipalities, the partnership has become a key facilitator of regional growth for businesses and communities throughout the St. Louis Metropolitan area.

### **Accredited Economic Development Organization**



St. Louis Economic Development Partnership is proud to have earned the distinguished title, Accredited Economic Development Organization (AEDO) from the International Economic Development Council (IEDC). The accreditation signifies the professional excellence of economic development entities throughout North America.

### ***THE POSITION***

Responsible for the development and operations of an internet-based crowdfunding portal established to enable companies, particularly St. Louis area enterprises, to offer securities to potential investors both accredited and unaccredited. Securities offerings may be either equity, debt or a combination of the two. The incumbent will coordinate with crowdfunding portal stakeholders and partners to ensure sales, marketing and communications activities are seamlessly performed. In addition, the successful applicant will cultivate relationships within the St. Louis area innovation community, with a focus on identifying well-networked entrepreneurs and investors. Moreover, the incumbent will review, reference and comply meticulously with regulations and laws concerning the operations of the platform. Finally, in addition to other relevant duties, the successful candidate will plan, develop, and implement brand strategies and marketing programs by performing the following duties.

**Job Functions:**

- Act and serve as the public face and brand liaison for the portal
- Sell and market the portal to startup businesses and small businesses
- Educate business owners, accredited and unaccredited investors, and community groups of the risk/return of securities-based crowdfunding, how it works and who may find it useful
- Meet with potential business owners, explore their capital needs and determine their interest in a crowdfunding campaign
- Assist business owners with portal registration and security offering preparations
- Continuously seek opportunities for improvement in the activities and operations of the portal, both in sales and marketing and in its technical operations
- Manage the portal's content management system (CMS), membership obligations with the Financial Industry Regulatory Authority (FINRA), and registration with the Securities and Exchange Commission (SEC)
- Maintain the portal's budget and financial condition with attention towards profitability
- Monitor the national crowdfunding landscape to maintain the portal's competitive advantages
- Provide branding direction; develop and execute brand marketing programs
- Assist in planning and coordination of platform launch
- Evaluate and analyze program results, and present recommendations for strategic change
- Perform other duties as assigned

***THE NEED*****Professional qualifications for this position include:**

**Education:** Bachelor's degree in business-related field such as Marketing, Administration, Management, Finance, Economics, or Strategy

**Qualifications:**

- 3-5 years of experience in marketing, communications, program/project management with a marketing emphasis, or related fields.
- Intermediate to advanced problem solving and program/project management experience in a practical setting.
- Experience in marketing plan development: situation assessment, strategy, and tactical plan development.
- Strong numerical and analytical skill set with ability to interpret quantitative data and perform detailed trend analysis utilizing raw volume data.
- Experience collaborating with multiple stakeholders in program/project management.
- Basic knowledge of financial instruments and securities.
- Fundamental knowledge of website operations and applications.
- Demonstrated ability to generate creative solutions.
- Outstanding verbal, written and interpersonal communications skills with a proven ability to work collaboratively with others.

**INTERPERSONAL CHARACTERISTICS:** Strong written and verbal communication skills are expected. The selected candidate should be a strong relationship builder and self-motivated. It is expected that the selected candidate will recognize and respect diversity and work effectively with people of other backgrounds and cultures and will have a desire to make a positive difference within the community.

***THE REWARD***

Commensurate with experience, we offer a competitive base salary and a culture which fosters and supports creativity and innovation. The St. Louis Economic Development Partnership offers a full range of employee benefits as well.

Interested and qualified applicants should submit their resume to <https://stlpartnership.aaimtrack.com>.

Also, applicants are encouraged to visit our website to learn more about the organization:

<https://main.stlpartnership.com/about-slcec.html>

*The St. Louis Economic Development Partnership is an equal opportunity employer. The organization considers applicants without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.*