

STL PARTNERSHIP

Content Manager

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 (formerly St. Louis County Economic Council) 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

Reporting to the Vice President (VP) of Marketing & Communications, the Content Manager will work closely with the VP of Marketing & Communications to develop and implement effective marketing and communications strategies for all communications, website, and public relations messages and collateral to consistently articulate the Partnership's mission. The Content Manager will help ensure that the Partnership is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base.

Duties and Responsibilities:

- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and the Partnership's website
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the network over time
- Develop graphics and content for proposals, presentations, and other marketing material using InDesign
- Keep up-to-date on SEO best practices and work with clients to implement these into their content.
- Act as a source of Content Marketing subject matter expertise for internal teams and clients.
- Perform other duties as assigned.

THE NEED

Professional qualifications for this position include:

EDUCATION: Bachelor's Degree in Marketing/Communications or related field

EXPERIENCE:

- A strong passion for all things digital
- Previous proven experience creating content and copy for a range of online mediums including blogs, website, infographics, online videos, competitions, and social media campaigns.
- Proficiency in Creative Suite programs, especially Photoshop, Illustrator, and InDesign
- Proficiency in using an email marketing and newsletter generation platform, particularly Constant Contact
- Highly-skilled in using a content management system (CMS), particularly WordPress
- Impeccable spelling and grammar
- Strong creative writing, researching, proofreading, and editing skills
- Knowledge of social media platforms, and the uses of social for marketing
- Ability to adapt style and tone of voice to suit a range of different clients and industries
- Excellent verbal and written communication skills to liaise both with both colleagues and clients
- Ability to work to strict deadlines and campaign schedules.
- Keeps up to date with news and trends in the marketing and advertising sectors.

INTERPERSONAL CHARACTERISTICS: Outstanding oral and written communication skills, customer service orientation, and positive attitude are required. A team player who works well with a wide variety of constituencies including elected officials, government agencies, business leaders, development officials, and consultants.

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 and writing sample to <https://stlpartnership.aaimtrack.com>.

Also, applicants are encouraged to visit our website to learn more about the organization:
<https://stlpartnership.com/>

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.