**Public Relations and Marketing Specialist**

***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***

The St. Louis Economic Development Partnership is seeking an experienced public relations, marketing, and communications professional to be a part of its Marketing and Communications team. Responsibilities include public relations, social media, marketing, and communications.

This individual must be an exceptional writer, communicator, and storyteller and possess a strong working knowledge of new media. This is an exciting opportunity to work in the fast-paced world of economic development, shaping the way key audiences view St. Louis.

**Duties and Responsibilities:** 

* Participate in preparation of press releases, media advisories, and other documents as needed.
* Participate in the coordination and organization of media relations and public relations that engage the organization’s key audiences, alongside of the divisional head of the Marketing department.
* Manage and maintain media lists.
* Manage social media platforms including Twitter, Facebook, LinkedIn, Instagram, and any future social media tools as they become needed.
* Generate online content.
* Manage the development, distribution, and maintenance of collateral materials including, but not limited to, newsletters, marketing brochures, business cards and take-aways.
* Establish and update metrics for social media, articles, and projects.
* Knowledge or creative software (e.g., InDesign, Photoshop, Canva etc.)
* Create in-house or partner, when necessary, with outside resources for graphics and imagery.
* Maintain archive of articles on the Partnership and its projects.
* Produce daily news clippings on the Partnership, its partners and its projects.
* Maintain a source of facts and statistics on St. Louis City and County for use in speeches, media placement, website, and internal fact book.
* Perform various other duties and functions as required or assigned within the area of expertise or scope of this position.

***Supervision Received***

This position reports to the Vice President of Marketing and Government Relations.

***THE NEED***

**Professional qualifications for this position include:**

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

**EXPERIENCE:**

* 3-5 years public relations experience.
* Highly collaborative style; experience developing and implementing communications strategies.
* Exceptional writing/editing and verbal communications skills.
* Relationship builder.
* Demonstrated experience writing for multiple forms of media; including web, print, social & video.
* A strong passion for all things digital.
* Previous proven experience creating content and copy for a range of online mediums.
* Proficiency in creative software programs, e.g. (Photoshop and Canva.) If not currently proficient in Creative Suite programs, willing and able to undergo training to become proficient in said programs.
* Proficiency in using an email marketing and newsletter generation platform, particularly Constant Contact.
* Familiarity in using a content management system (CMS), particularly WordPress. If not currently proficient in any CMS, particularly WordPress, willing and able to undergo training to become proficient in said systems.
* Impeccable spelling and grammar.
* Strong creative writing, researching, storytelling, 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 with both colleagues and clients.
* Ability to work to strict deadlines.
* Keeps up to date with news.

**INTERPERSONAL CHARACTERISTICS:** Strong written and verbal communication skills are required.  High energy, maturity and leadership with the ability to align messages under the Partnership’s core communications goals is a must. 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://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.*