

STL PARTNERSHIP

Content 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 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.



THE POSITION

The Content and Marketing Specialist will be responsible for managing all social media platforms, as well as building strategies and analyzing the effectiveness of SLEDP's social media; utilizing design and editing software for proposals, presentations, newsletters, and other marketing materials; utilizing WordPress for webpage maintenance and content creation; and participating in the coordination and organization of media relations and public relations that engage the organization's key audiences.

Duties and Responsibilities:

- Develop content for the website, newsletters, presentations, social media, marketing materials, etc. that engages audience segments and leads to measurable action.
- Put communication vehicles in place to create momentum and awareness, as well as to test the effectiveness of communication activities.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, and the Partnership's website.

- Ensure that new and consistent information (article links, stories, and events) is posted regularly on the website. This also includes posting applicable board meeting notes, RFP/RFQ's, job postings, etc.
- Develop proposals, presentations, handouts, and other marketing material.
- Alongside of the divisional head of the Marketing department, partner, when necessary, with outside resources for communications, graphics and imagery, and content for proposals, presentations, and other marketing materials.
- Conduct webpage maintenance and content creation (i.e., fixing broken links, updating website content, etc.).
- Maintain a source of facts and statistics on St. Louis City and County for use in speeches, media placement, website, and an internal fact book.
- Participate in the Marketing User Group, alongside of the divisional head of the Marketing department, to help implement key takeaways from the user group.
- Manage all social media platforms including Twitter, Facebook, LinkedIn, Instagram, YouTube, and any future social media tools as they become needed. Assist with the strategy and implementation of policy surrounding social media.
- 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.
- Participate in preparation of press releases, media advisories, and other documents as needed.
- Attend designated community events in the Saint Louis region representing SLEDP or its affiliates.
- Work with division heads and vendors to assist in the implementation of a communications plan.
- Nominate SLEDP and its divisions for applicable awards from a local level to a national level.
- 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 & Communications 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 in content creation and communications experience.
- Proficiency in editing and design software, such as Creative Suite programs.
- Proficiency in using an email marketing and newsletter generation platform, particularly Constant Contact.
- Proficiency in using WordPress.
- Previous proven experience creating content and copy for a range of online mediums including blogs, website, infographics, online videos, competitions, and social media campaigns.
- 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, and video.
- A strong passion for all things digital.
- 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.
- Ability to work to strict deadlines.
- Ability to multitask and shift priorities
- Keeps up to date with news and trends in the marketing and advertising sectors.
- Knowledge of creating videos, or the willingness to learn.
- Knowledge of graphic design is preferred.

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.