

# STL PARTNERSHIP

## Public Relations and Media Specialist

### *Work to Improve and Increase Economic Opportunities in the St. Louis Region*

The St. Louis Economic Development Partnership (STL Partnership) is a Missouri non-profit corporation organized for the purposes of advancing the social welfare, health, and economic interests of the St. Louis region and its residents. In furtherance of its organizational purposes, STL Partnership provides governmental economic development services to both St. Louis County and the City of St. Louis.

STL Partnership aligns regional efforts in business development, business finance, entrepreneurial support, and international trade services and provides a broad range of services to boost innovation and entrepreneurship, support business retention and expansion, enhance the region's global relevance, and revitalize communities. STL Partnership is a key facilitator of initiatives to encourage equitable economic prosperity and resiliency in the St. Louis region.

### Position Description

The Public Relations and Communication Specialist will partner with the Vice President of Marketing and Communications to develop and execute comprehensive communication strategies that enhance our brand image, engage stakeholders, and align with our business goals.

### Job Duties

- Develops and implements strategic communication plans that support the company's goals and objectives.
- Creates compelling messaging and content for various channels, including press releases, social media, newsletters, and website copy.
- Cultivates and maintains relationships with media outlets, journalists, and key influencers to secure positive media coverage.
- Coordinates and manages events, such as, press conferences, and community events.
- Handles crisis communication by developing protocols and responses to manage and mitigate potential reputation risks.
- Works cooperatively with the Content and Marketing Specialist to monitor and analyze communication metrics and key performance indicators to measure the effectiveness of campaigns and strategies.
- Collaborates with cross-functional teams to ensure consistent messaging across all departments.
- Provides media training and coaching to company spokespeople for effective public representation.
- Stays updated on industry trends, emerging communication technologies, and best practices.
- Maintains a strong network of industry contacts and stay informed about relevant news and developments.

## **Professional Qualifications**

### **Education**

Bachelor's degree from an accredited institution in public relations, communications, marketing, or a related field.

### **Experience and Skills**

- Proven experience (5+ years) working in public relations, communications, or related roles.
- Strong proof-reading skills, written and verbal communication skills, with an ability to craft compelling messages for different audiences.
- Proficiency in using various communication tools, including social media platforms, content management systems, and analytics tools.
- Demonstrated success in media relations, securing positive media coverage, and managing media inquiries.
- Experience in crisis communication and the ability to remain composed under pressure.
- Excellent organizational and project management skills, with an ability to multitask and meet deadlines.
- Creative thinker with a proactive attitude toward identifying and capitalizing on communication opportunities.
- Strong interpersonal skills and the ability to collaborate effectively with internal teams and external partners.
- Familiarity with Canva, Constant Contact, and Word Press is a plus.
- A portfolio of previous communication campaigns or projects is highly desirable.

### **Personal Qualities**

A strong passion for economic development, helping businesses, creating employment, and positively changing communities. 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.

### **Interpersonal Characteristics**

Strong written and verbal communication skills are expected. It is expected that the selected candidate will recognize and respect diversity. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. The selected candidate will be expected to work effectively with people of other backgrounds and cultures and treat all people in a professional and respectful manner. The selected candidate should have a desire to make a positive difference within the community.

### **Working Conditions**

The job duties described above are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions. STLPartnership currently offers a hybrid remote/in-office work environment.

## **Compensation and Terms**

Commensurate with experience, STLPartnership offers a competitive base salary and a culture that fosters and supports creativity and innovation. STLPartnership offers a generous benefits package that includes paid time off and holidays; medical, dental, vision, life, and disability insurance; and retirement plan options. This is a full-time, exempt position under the Fair Labor Standards Act.

Interested and qualified applicants should submit their resume to <https://stlpartnership.aaimtrack.com>. Applicants are also encouraged to visit STLPartnership's website to learn more about the organization and opportunity: [www.stlpartnership.com](http://www.stlpartnership.com) and <https://stlpartnership.com/careers/>.

*STLPartnership is an equal opportunity employer. STLPartnership considers applicants without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.*

## **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.