

# STL PARTNERSHIP

## Content and Marketing 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 Content and Marketing Specialist will be responsible for managing all social media platforms and website posts, as well as building strategies and analyzing the effectiveness of STL Partnership's social media; utilizing various software programs (i.e. Canva, Constant Contact, Adobe Suites etc.) for proposals, presentations, newsletters, and other marketing materials; utilizing WordPress for webpage maintenance and content creation that engage the organization's key audiences. The Content and Market Specialist reports to the Vice President of Marketing & Communications, Community Investment and Government Relations.

### Job Duties

- 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.
- 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.

## **Professional Qualifications**

### Education

Bachelor's degree from an accredited institution in Marketing/Communications or related field.

### Experience and Skills

- 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
- Keep 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.

### 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 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.

### **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. STL Partnership currently offers a hybrid remote/in-office work environment.

### **Compensation and Terms**

Commensurate with experience, STL Partnership offers a competitive base salary and a culture that fosters and supports creativity and innovation. STL Partnership 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/>.

*STL Partnership is an equal opportunity employer. STL Partnership 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.