



**VICE PRESIDENT, DISTRICT EXPERIENCE
CORTEX INNOVATION COMMUNITY
ST. LOUIS, MISSOURI**

POSITION SUMMARY

The Vice President of District Experience is responsible for building and overseeing, strategies to create exceptional visitor and tenant experiences in Cortex. Together with the Cortex team and key organizational partners, this position will provide strategic and operational oversight on programs, partnerships and activities to result in a district experience that is inclusive, value-add and inspirational for tenants, prospective tenants, guests, and employees. Cortex, as a District, builds a collaborative environment where we encourage people to mix-and-mingle with others outside of their companies or areas of work and to celebrate what is possible. This new position will build the strategy, infrastructure and operations to bring a customer service lens to in-district relationships and achieve our mission of creating equitable economic impacts for St. Louis. This position is a full-time, salaried position with benefits.

The successful candidate will assess current programs, partnerships and place-making efforts to determine what changes need to be made to existing strategies or what new strategies should be added to the District Experience Team's efforts to create an exceptional experience in the district. Efforts should support Cortex's community building efforts towards implementing our [new strategic plan](#). Internally, the successful candidate will be the strategy and operations lead for the District Experience department. In this role, the position will help the District Experience team complete their work effectively, efficiently and through a lens of inclusion and equity. Externally, the successful candidate will be the first point of contact for organizations or entities looking to build partnerships with Cortex that will be focused on the District and its tenants.

ABOUT CORTEX

Cortex is a vibrant space serving as an inclusive economic engine for St. Louis. Cortex creates equitable economic impacts by leveraging high-quality facilities, developing programs that build knowledge and networks, and convening strategic partnerships that attract and support emerging and established companies. Founded in 2002 through a collaboration of Washington University in St. Louis, BJC HealthCare, the University of Missouri – St. Louis, Saint Louis University, and the Missouri Botanical Garden, the Cortex Innovation Community (CortexSTL.org) is an internationally recognized hub of innovation and entrepreneurship that is focused on accelerating inclusive economic growth in St. Louis.

Cortex's mission is to advance inclusive economic growth in the St. Louis region. Cortex's new 5-year strategic plan can be found [here](#).



ORGANIZATIONAL RELATIONSHIPS

Reports to:	Senior Vice President, Equitable Economic Impact
Supervises:	Program Manager and Program Coordinator; occasional interns or fellows
Collaborates with:	All staff; partner organizations (including but not limited to Cambridge Innovation Community (CIC) and Venture Café St. Louis; key funders such as Washington University, St. Louis University and University of Missouri-St. Louis; district tenants; other regional innovation districts and partnerships

POSITION RESPONSIBILITIES

As a Leadership Team position, this position will lead the department responsible district experience in Cortex. As such, interested candidates must have significant experience developing strategy, leading a team, setting and managing a budget, and other functions of a senior leader in an organization. Specifically for this role, interested candidates must demonstrate experience creating experiences for, and building communities between, a diversity of community members to drive organizational missions. They should have experience in building, implementing and evaluating departmental strategy. They must also demonstrate strong project management skills, be adept at relationship building, practice strategic thinking, and be comfortable with change. Finally, the successful candidate should be experienced in leading a team both to achieve tasks and develop as professionals.

This position will advance our mission by:

- Build strategy to create an excellent guest, tenant and visitor experience in Cortex,
- As the department lead for the District Experience team, build and oversee operational plans to implement the District Experience strategy,
- Build strategy documents, logic models, evaluation plans, operational toolkits, policies, and other strategic resources to develop, implement and assess activities of the District Experience Department,
- Oversee the design and implementation of partnerships, programming, public space activation, wayfinding and community building in the district,
- Help develop and manage intentional relationship building and maintenance with a variety of key partners, community members, and key constituents related to District Experience,
- Build and manage departmental resources including staff and budget,
- Grow Cortex revenues through rentals, sponsorships, programs or other creative revenue generation strategies,



- Build and manage a process to manage significant requests from external organizations to see, and learn from, the District (tours, presentations, etc.),
- Manage team responsible for implementing community-building events in the District, and when necessary, serve to support significant District-wide events,
- Serve as a positive, productive ambassador for Cortex both internally and externally,
- Display a mindset of continuous quality improvement, learning and commitment to diversity, equity and inclusion,
- Follow Cortex policies and code of conduct, ensuring the appropriate handling and use of equipment, tools, and sensitive information,
- Facilitates and attends relevant staff meetings to promote communication and execution of goals and objectives,
- Complete special projects specific to the function of the department or as needed for the department,
- Other duties as assigned within the scope of position expectations.

REQUIRED SKILLS, ABILITIES AND ATTITUDE

- History of building strategy and operations systems to activate place-based spaces that are inclusive, inspiring and excellent with customer service,
- Ability to document department strategy and develop evaluation plans to measure implementation success of those strategies,
- Experience creating and managing department and project budgets,
- Strong understanding of, and ability to, foster excellent customer service practices,
- Excellent project management skills, as demonstrated by successfully managing high-stakes projects that involve a diversity of staff towards successful outcomes,
- Strong public speaking skills, and comfort with community engagements,
- Experience with leading meetings, setting agendas, and using them to build coalitions for action,
- Commitment to honesty, transparency, and trust-building across communities,
- Advanced communication skills, especially excellent presentation and writing skills,
- Familiarity with Microsoft Office,
- An eagerness to learn and a commitment to continuous quality improvements,
- Ability to follow-up and follow-through with strong attention to detail,
- Demonstrated ability to work with other people through a positive cooperative effort,
- Experience working with and managing outside vendors,



- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community,
- A passion for Cortex’s mission,
- Ability to lead large teams and inspire other staff members to think creatively.

PREFERRED POSITION QUALIFICATIONS

- At least five years of experience working in a highly diverse environment
- At least five years using data (qualitative and/or quantitative) and/or program evaluation to continuously improve operations.
- Experience in innovation districts, universities, nonprofit organizations, hospitality or socially-minded corporations, with a focus on serving a diversity of communities.

DIVERSITY, INCLUSION AND EQUITY

Cortex actively seeks to increase diversity of its workforce. Cortex is an Equal Employment Opportunity (EEO) employer and does not discriminate on the basis of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, marital status or disability (in compliance with the Americans with Disabilities Act) with respect to employment opportunities.

COMPENSATION

The hiring salary range for this position is \$100,000-115,000 a year. Cortex employees also receive a benefits package that includes health insurance, 9 holidays, 20 days of PTO a year, 10% 401K matching after 6 months, and others. Work location will be primarily in the office with the option to work remote up to two days a week.

RESUME SUBMISSIONS

Please submit a letter of interest and resume to resumes@cortexstl.org . We will interview until we fill the position but prefer a submission date of Friday, June 24, 2022.