



POSITION SUMMARY

Cortex is hiring a Marketing Communications Manager to support marketing, communications, advertising, and public relations that will increase awareness of Cortex’s mission and offerings and help foster positive public sentiment across St. Louis’ diverse communities. The Manager will be skilled in storytelling through social media, media pitching and blogging, with use of photography, videography, and graphic design to support those efforts. The Manager will demonstrate expertise in content creation, project and stakeholder management, and have direct responsibility for all social media content and planning. The Manager will possess a strong commitment to diversity, equity, and inclusion.

Cortex believes its success is of vital importance to the future growth and prosperity of the St. Louis region and seeks a committed individual who shares this vision, who desires to make a difference, and who wants to be part of a transformative organization.

The Marketing Communications Manager is a full-time, salaried position with Cortex, located in St. Louis. This position will report to the Senior Vice President, Public Affairs and collaborate with other staff members.

ABOUT CORTEX

Cortex creates space for innovators from a diversity of backgrounds to transform ideas into solutions. Weaving together people, places, and organizations, Cortex accelerates inclusive economic growth in the St. Louis region. We create 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 District (CortexSTL.org) is an internationally recognized hub of innovation and entrepreneurship that is focused on accelerating inclusive economic growth in St. Louis.

ORGANIZATIONAL RELATIONSHIPS

Reports to:	Senior Vice President, Public Affairs
Supervises:	Occasional interns or fellows
Collaborates with:	All staff; consultants and contractors, such as design and AV; District tenants and members; and partner organizations.



POSITION RESPONSIBILITIES. This position will advance our mission by:

1. Content Creation
 - Develop and implement a content strategy that resonates with our target audiences and aligns with our brand identity.
 - Create high-quality and engaging content for various digital platforms, such as social media, blogs, and email campaigns.
 - Infuse diversity, equity, and inclusion principles into all aspects of marketing and communications.
 - Identify stories throughout the Cortex Innovation District to highlight and then determine the appropriate medium for telling the story.
 - Create and maintain regular blog posts with photo and video assets.
 - Support Cortex colleagues by creating content to bolster programs and services.
 - Coordinate new, and update existing, website copy and assets to maintain fresh, relevant content.
 - Write and edit marketing pieces in a clear, concise, and compelling manner, adhering to brand standards with exceptional copy editing.
 - Manage communication calendars.
 - Create and edit PowerPoints for external presentations and meetings.

2. Social Media Management:
 - Manage and maintain all company social media accounts, ensuring consistent brand messaging, voice, and appropriate responses.
 - Maintain and cultivate followers with an active and engaged social media presence.
 - Plan and execute social media campaigns and promotions, including ad buys across multiple platforms, to increase brand awareness and engagement.
 - Track, analyze, and report on social media performance, making data-driven recommendations for improvement.

3. Project Management:
 - Lead marketing projects from concept to execution, coordinating cross-functional teams to meet project goals and deadlines.
 - Develop project timelines, allocate resources, and track progress to ensure projects stay on track.
 - Work with partners and/or hired contractors to oversee media-targeted events.
 - Work with Cortex team leads to ensure communication and marketing needs of individual initiatives, programs, and projects are met.



POSITION RESPONSIBILITIES, cont. This position will advance our mission by:

4. Stakeholder Management:

- Build and maintain strong relationships with internal and external stakeholders, including team members, community organizations, and partners.
- Collaborate with various departments to align marketing efforts with Cortex goals and strategies.

5. Media Coordination:

- Develop story ideas that demonstrate the mission of Cortex and research media opportunities and contacts in pursuit of local, regional, and national placements for Cortex news and announcements.
- Identify media outlets to pitch press releases and story ideas; familiarity with Meltwater tool a plus.
- Assist in drafting press materials and fielding media requests.

SKILLS, ABILITIES AND ATTITUDE. We do not expect all applicants to have all the following characteristics; we are hoping for a mix of:

- Exceptional written and interpersonal communication skills, with the ability to engage with audiences from a diversity of backgrounds; network and establish relationships with Cortex colleagues and external stakeholders.
- Strong knowledge of marketing tools, analytics, and best practices.
- Commitment to honesty, transparency, trust-building, and a propensity for curiosity and continuous learning.
- Willingness to occasionally staff Cortex events during non-traditional work hours.
- Exceptional attention to detail, including copy editing and adherence to brand standards, and follow through.
- Ability to work independently as well as with a team.
- Proficiency in website editing tools (Expression Engine preferred).
- Proficiency in PowerPoint and design software tools (e.g., Adobe Creative Suite, Canva, or other preferred design tools).
- Creativity and an eye for detail.
- Excellent judgment, prioritization, and project-planning skills to advance multiple projects at once.

PREFERRED POSITION QUALIFICATIONS

- Proven experience in content creation, social media management, and project management, with 6-10 years in a similar background, such as Marketing, Communications, Journalism, Public Relations, or Advertising.



DIVERSITY, INCLUSION, AND EQUITY

Cortex actively seeks to increase the 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 starting salary range for this role is \$65,000-\$75,000. Cortex employees also receive a benefits package that includes health insurance, 10 holidays, 20 days of PTO a year, 10% 401K matching after 6 months, merit-based bonus payment and others. Work location can be hybrid between in the office and at home (employees must be in the District at least 2 days a week), depending on weekly needs and responsibilities.

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, December 1, 2023.