



Application Process:

Email cover letter and resume to:

Erika.Fiola@missouritechnology.com

Marketing and Communications Strategist Missouri Technology Corporation

The Missouri Technology Corporation (MTC) is a public-private partnership created by the Missouri General Assembly to promote entrepreneurship and foster the growth of new and emerging high-tech companies in the State of Missouri. MTC seeks a motivated Marketing and Communications Strategist to promote MTC to increase visibility and awareness of the mission and impact of the organization. The Marketing and Communications Strategist will be responsible for MTC's overall marketing efforts and lead the development and execution of marketing plans.

Background:

Established in 1994, MTC provides statewide leadership in the entrepreneurial community through strategic investments by its IDEA Fund, a statewide venture capital fund and its Missouri Building Entrepreneurial Capacity (MOBEC) program to invest in entrepreneur support organizations and infrastructure.

Through the MOBEC grant program, MTC makes strategic investments that expand the support system for entrepreneurs that are commercializing new technologies or that enhance the capacity of Missouri to grow its innovation economy. To date, through MOBEC and other matching grant programs, MTC has partnered with more than 60 entrepreneurial support organizations in Missouri communities and awarded a total of more than \$31 million in entrepreneurial-focused infrastructure grants that have served thousands of small businesses. New grant programs are also being created, piloted, and launched in alignment with the recommendations found in the Catalyzing Innovation report.

MTC also makes strategic investments that help high-growth potential entrepreneurs create and grow Missouri-based businesses by making equity-based investments through a state-sponsored venture capital program, the IDEA Fund. Through the IDEA Fund, MTC has invested nearly \$46 million into over 140 Missouri-based high-growth potential technology-focused companies which have raised over \$1.3 billion in additional private capital. These investments have leveraged over \$1.3Bn in private capital and supported the growth of some of Missouri's most high-profile and successful technology startups of the decade, including [Benson Hill](#), [PayIt](#), [CoverCress](#), [Geneoscopy](#), [Healium](#), [MediBeacon](#), and [Plastomics](#).

Marketing and Communications Strategist

The Marketing and Communications Strategist will report directly to the Senior Manager of Ecosystem Engagement and is a full-time, exempt position (exempt from earning overtime).

Location: Missouri

Salary and Benefits: Candidates will be compensated based on experience with an annual salary ranging from \$55,000 - \$75,000, along with full medical and dental insurance, 401k, paid time off, and paid holidays.

Travel Requirements: Occasional travel throughout the State of Missouri.

Residency Requirement: Must currently be a full-time Missouri resident or willing to relocate to Missouri full-time.



Main Responsibilities:

In this position, the candidate will be responsible for MTC's overall marketing efforts and lead the development and execution of marketing plans including but not limited to:

- Develops and manages a comprehensive marketing plan for all MTC programs and initiatives, including social media and digital strategies on applicable platforms.
- Plans and deploys all marketing, communications, and public relations, including the website and a quarterly e-newsletter.
- Plans, creates, and publishes content across social media platforms, working with MTC team members and external partners.
- Utilizes a research-based approach to identify key messages and audiences, works consistently to tell stories that create a unified message in support of the MTC brand.
- Write, proofread, and edit content across different mediums.
- Lead the effort to design and conduct an impact-based storytelling campaign to publicly share the economic growth and return of investment for supporting entrepreneurship and innovation in Missouri.
- Manages MTC's brand and leads efforts to explore new/updated organizational branding.
- Leads efforts to identify, select, and manage external partner charged with building a new MTC website.
- Defines key performance indicators and implements measurement, analytics, and reporting methods to gauge success of digital and social engagement tactics.
- Manages external agencies and vendors to execute marketing efforts.
- Manages key contacts including media, partners, vendors, and consultants.
- Support efforts to plan and implement events that engage stakeholders.

Essential Competencies:

- Well-versed in specialized marketing concepts, principles, and tactics.
- Skilled in writing and editing content with an attention to detail
- Clear, effective, and organized written and verbal communication.
- Excellent organizational skills, attention to detail, and strong time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Ability to multitask and remain flexible in a fast-paced environment.
- Proficient in standard office management, communications, presentation, and productivity tools (e.g. Microsoft Office, MailChimp, Google Suite, Trello).
- Proficient in marketing and communications tools, including content management systems (e.g. WordPress), email marketing systems (e.g. MailChimp), and social media is required.
- Must possess valid driver's license and reliable transportation for work-related travel.

Qualifications/Evaluation Criteria:

- Bachelor's degree from an accredited college or university required.
- At least 3 years of marketing and communications experience required, at least 5 years of marketing and communications experience preferred.
- Experience managing marketing efforts for a non-profit or government agency is desired.



Interested candidates should submit a resume and cover letter to erika.fiola@missouritechnology.com.

Screening is to begin immediately, and the position will be open until filled. Resumes received by March 31, 2023, will receive the fullest consideration.

Equal Employment Opportunity Employer

MTC is committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant or employee based on race, color, religion, creed, sex, national origin, ancestry, citizenship status, pregnancy, childbirth, physical disability, mental and/or intellectual disability, age, military status or status as a Vietnam-era or special disabled veteran, marital status, registered domestic partner status or civil union status, gender (including sex stereotyping and gender identity or expression), genetic information, sexual orientation, or any other legally recognized protected basis under federal, state or local law.