



Position: Grow Smarter Marketing & Administrative Coordinator
Reports to: Grow Smarter Manager
Salary Range: \$25,000 to \$45,000

Job Summary

Grow Smarter is a comprehensive, integrated, community initiative to enhance St. Petersburg's competitive position and provide quality, diverse economic growth (<https://growsmarterstpete.com/>). This position works as a member of the backbone organization. The backbone support is a critical component of the infrastructure enabling collaborative, multi-sector efforts to advance system-level change while ensuring an equity focus. Grow Smarter's backbone organization is funded through the Bay Area Chamber Foundation and staff members are employees of the St. Petersburg Area Chamber of Commerce.

The Grow Smarter Marketing & Administrative Coordinator is responsible for marketing, meeting and event coordination, and administrative support for the Grow Smarter Initiative. This individual must be highly motivated, results-oriented with a positive outlook and a clear focus on community. This individual will also have the presence to inspire confidence and passion in external audiences and to build effective relationships with a range of stakeholders. They will also possess impeccable time management skills; have great attention to detail; the ability to work independently; and be credible and comfortable dealing with a broad spectrum of industries and people.

Essential Duties and Responsibilities as the Marketing Coordinator

- Responsible for marketing and communications strategy, including but not limited to:
 - Produce marketing materials, including brochures, FAQs and other items as needed.
 - Update and maintain Grow Smarter web site.
 - Compile and maintain a list of press data and create a press strategy including but not limited to drafting press releases and coordinating with media outlets.
 - Manage the social media and web presence for Grow Smarter across various platforms (e.g., posts, blogging, responding to questions, etc.).

Essential Duties and Responsibilities as the Administrative Coordinator

- Support Grow Smarter Manager in administrative duties, including coordinating and providing logistical support for Grow Smarter meetings (e.g., Steering committee, workgroups, etc.) and events.
- Support the Vice President of Community Development in scheduling, and the creation of the Grow Smarter technology platform.
- Administer project management software for effective communication and file management.
- Respond to inquiries in the communications portal and direct them to the appropriate party.
- Other duties as assigned.

Required Competencies and Experience

- Required Associate's degree, Bachelor's degree preferred with a major in marketing, business or related field.
- A minimum of three years work experience including one or more years of proven marketing and coordination experience preferred.
- Creative flair and strong copy and content creation.
- Preference for demonstrated success in building and maintaining relationships with senior executives.
- Advanced project management skills.

- Ability to thrive in an entrepreneurial work environment.
- Commitment to collective impact and equity concepts.
- Strong self-direction, critical thinking and public speaking skills.
- Experience and proficiency with Microsoft Office Suite, Adobe Photoshop, InDesign, and WordPress.
- Excellent verbal, written, and collaborative skills.
- Uphold the Chamber's Core Values of Innovation, Excellence, Inclusivity, Accountability, and Integrity.
- Uphold the Grow Smarter Values of Equity, Collaboration, Accountability, and Accessibility.

Those interested in applying for this position should submit their resume to the VP of Finance & Administration at growsmarterjobs@stpete.com