



University City Science Center Job Posting: Associate Marketing Manager

The Associate Marketing Manager plays a pivotal role in the development and execution of University City Science Center (UCSC) and uCity Square marketing strategies. The Associate Marketing Manager is responsible for managing communications and marketing efforts to support UCSC programs and activities and for deploying the uCity Square marketing strategy. This position will support all efforts to raise the profile of UCSC and uCity Square within the Philadelphia innovation ecosystem and position UCSC as a key player in the innovation ecosystem.

The Associate Marketing Manager will manage the production of the Science Center's blog, which includes writing and producing original content. The Associate Marketing Manager will write, edit and distribute news releases promoting the Science Center and its programs.

The Associate Marketing Manager has internal contacts with the entire administrative staff, Marketing/Community Engagement team, and program managers, and external contact with media outlets, business partners, government agencies and the community. This position has access to sensitive UCSC, uCity Square, Keystone Innovation Zone (KIZ), and some start-up company information and is expected to handle such information with integrity and professionalism. This position has regular contact with the media, industry partners, local government officials, and members of the community and is expected to represent UCSC in a professional manner.

The Associate Marketing Manager will report to the Director, Marketing and participate in department/company activities as necessary.

Key responsibilities of the job include:

- Serve as webmaster of uCity Square website including writing, editing and posting content;
- Manage uCity Square social media accounts;
- Manage development and distribution of Science Center and uCity Square newsletters;
- Manage production of Science Center blog, adhering to biweekly production schedule;
- Oversee data analytics for media relations, website traffic and email open rates to evaluate marketing impact;
- Oversee marketing and communications associated with the launch and implementation of Venture Café;

- Serve as point of contact for external vendors associated with marketing, branding and communications;
- Work with videographers as they create content to promote the Science Center and its programs;
- Support the Science Center in its work with Department of Community Economic Development (DCED) requests concerning the Keystone Innovation Zone;
- Participate in the grant proposal process as needed.

The successful candidate will have 3-5 years of demonstrated experience in marketing, communications, and public relations preferably for a non-profit organization. A BA/BS degree from an accredited college or university in a Communication, Marketing, or other related field of study is required.

The Science Center offers a comprehensive employee benefit package which includes Medical, Dental, Short and Long-Term Disability, Flexible Spending, Life Insurance and 403(b) with a significant company match.

We are an Equal Opportunity Employer

Interested candidates should forward a resume and two to three writing samples along with salary requirements to: Human Resources, University City Science Center 3675 Market Street, Suite 400 Philadelphia, PA 19104 or email resumes@sciencecenter.org.

About the Science Center

Located in the heart of uCity Square, the Science Center is a mission-driven nonprofit organization that catalyzes and connects innovation to entrepreneurship and technology commercialization. For 50+ years, the Science Center has supported startups, research, and economic development in the life sciences, healthcare, physical sciences, and emerging technology sectors. As a result, graduate firms and current residents of the Science Center's incubator support one out of every 100 jobs in the Greater Philadelphia region and drive \$13 billion in economic activity in the region annually. By providing resources and programming for any stage of a business's lifecycle, the Science Center helps scientists, entrepreneurs and innovators take their concepts from idea to IPO – and beyond.

For more information about the Science Center, go to www.sciencecenter.org