

Marketing & Communications Specialist, OwlSpark & BlueLaunch

The Rice Alliance for Technology and Entrepreneurship (Rice Alliance) is Rice University's nationally-recognized initiative devoted to the support of technology commercialization, entrepreneurship education and the launch of startups and tech companies.

Our mission enables the creation and success of startups and the commercialization of new technologies in the Houston community and beyond.

The Rice Alliance is home to three accelerator programs, including OwlSpark for early-stage technology startups (established 2013), and BlueLaunch for small businesses (established 2022). These programs spur the launch and growth of ventures through a rigorous curriculum, intensive mentorship and access to resources.

Overview

The Marketing & Communications Specialist assists the Managing Director and the Rice Alliance Marketing Director in deploying the the OwlSpark and BlueLaunch Accelerators to ensure visibility and smooth day-to-day operation for the duration of the summer programs.

The Marketing & Communications Specialist serves as a representative of Rice University, displaying courtesy, tact, consideration and discretion in all interactions with members of the Rice University community and members of the greater Houston community.

What You'll Do

- Execute the marketing strategy to effectively brand, promote, engage, and drive awareness to internal and external stakeholders.
- Develop internal and external communications, including website, blogs, social media, newsletters, program updates, general announcements and reminders, and other communications to engage members of the Rice community, as well as mentors, speakers, stakeholders, donors, community partners, media, members of the Houston entrepreneurial community, and the general public.
- Implement social media strategies and ensure a strong web presence, including identifying multiple audiences and developing specific content based on analysis of these groups. This also may include ongoing exploration of new outlets and strategies.
- Ensure smooth day-to-day operation of the Accelerator programs, and assist the Managing Director with deployment of the curriculum, meetings, demo day and other events. This includes coordination of scheduling, catering, vendors, workspace setup, A/V, etc.
- Attend Accelerator workshops, sessions, meetings, and events, including events within the Rice University and greater Houston entrepreneurial communities.
- Assist with special projects, as needed.

Skills Required

- Employ an innovative, practical, resourceful, and versatile approach to all areas of operation.
- Ability to operate in a dynamic and ambiguous environment, while managing multiple projects simultaneously.

- Demonstrated teamwork and organizational skills, with the ability to support cross-functional teams working independently or collaboratively.
- Strong and varied writing and editing skills, with an emphasis on copywriting, and demonstrated ability to tailor messaging for a diverse audience.
- Strong interpersonal and communication skills.
- Excellent organizational and time management skills, as well as demonstrated attention to detail.
- Proficiency with Microsoft Office Suite, Google Workspace and Slack.

Education & Experience

Bachelor's Degree, plus a minimum of one to two years of experience in a marketing and communications role. Experience in an entrepreneurial or accelerator environment is preferred.

Time Commitment & Pay

This is a full-time, temporary position that begins May 16, 2022 and concludes August 12, 2022. This position pays \$4,000 per month (benefits are not included).

How to Apply

Interested candidates should send a cover letter and resume to Jessica Fleenor, Managing Director, OwlSpark & BlueLaunch at jef4@rice.edu.