JOB POSTING

CSU Strata is a private, not-for-profit corporation, legally separate from Colorado State University (CSU), located in Fort Collins, CO. Founded in 1941, CSU Strata supports and serves the Colorado State University System (CSU System) through intellectual property management and technology transfer services, strategic real estate management, development services, advanced laser services, special project oversight, and operational management. The CSU System consists of Colorado State University Fort Collins (CSU), CSU Pueblo, CSU Global, CSU Todos Santos Center, and the CSU Spur campus at the National Western Center.

MARKETING COORDINATOR

CSU Strata is seeking a Marketing Coordinator as part of the Technology Transfer business unit, responsible for supporting the promotion and commercialization of university innovations and advancing industry-facing marketing efforts for Advanced Laser Services. The position is responsible for executing integrated marketing efforts across events, digital channels, and print collateral, with a strong emphasis on event planning and execution, content development, and cross-campus collaboration to raise awareness of CSU Strata Technology Transfer and Advanced Laser Services. The role is expected to collaborate with CSU Strata's Director of Communications to produce content for organizational websites, press releases, and reports that support both Technology Transfer and Advanced Laser Services.

QUALIFICATIONS - Knowledge/Skills/Abilities

Education

Bachelor's Degree in Marketing, Digital Media, Journalism, Communications, or equivalent major.

Experience

Required

- 3-5 years professional marketing/communications experience.
- Demonstrated skills in graphic design, social media, writing, and web development.

Preferred

- Experience in science, technology, research, or innovation-focused communications.
- Experience with Adobe Creative Suite, Canva, and WordPress.
- Ability to translate complex or technical concepts into clear, engaging messaging for diverse audiences.

Expectations

- Demonstrate professionalism, ethics, integrity, confidentiality, and sound judgment in all interactions and decision-making.
- Work independently and collaboratively, managing multiple projects and deadlines with strong attention to detail and follow-through.
- Communicate clearly and effectively, adapting messaging for a variety of audiences.
- Foster productive relationships with internal and external partners, providing excellent customer service and supporting business development efforts.
- Thrive in a fast-paced environment, using critical thinking, curiosity, and continuous improvement to deliver high-quality work.

CORE RESPONSIBILITIES / ESSENTIAL FUNCTIONS

Internal Marketing

Promote Technology Transfer services within the CSU System to faculty, staff, and students to generate engagement and encourage submission of technologies for commercialization. Build and maintain strong relationships with CSU communicators in all eight colleges to ensure stories, events, and technologies are widely shared. Collaborate with faculty, students, and staff innovators to identify and communicate technology news and advancements. Develop and implement marketing plans that leverage both digital and event-driven approaches. Lead planning and execution of the annual Demo Day event each spring that attracts 300+ attendees to celebrate CSU student and faculty inventors. Support sponsorships and engage with on campus events led by colleges and organizations.

External Marketing

Support Licensing and Venture Creation teams to attract commercial partners and investments through integrated marketing and communications efforts. Develop and implement strategies to increase the volume and effectiveness of Technology Transfer marketing campaigns. Cultivate relationships with external organizations (e.g., CBSA, NoCo BioComm, and similar partners) to share technologies, stories, and opportunities. Manage and grow the Technology Transfer social media accounts (LinkedIn, X, and Instagram), ensuring consistent messaging and audience engagement.

Support Advanced Laser Services by developing and maintaining industry-facing marketing materials, including presentations, one-pagers, and digital collateral. Coordinate logistics for external events, industry visits, and facility tours, and assist with outbound communications that support awareness-building, lead generation, and partner engagement. This work is conducted in close coordination with the Vice President of Advanced Laser Services and Director of Communications.

Content Development and Organizational Communications

Work with the Director of Communications to produce monthly newsletters, annual reports, website content, and press materials. Support Technology Transfer and Advanced Laser Services leadership in preparing reports and communications for the CSU Strata Board of Trustees and CSU administration. Ensure all collateral and communications are consistent with the corporate brand guidelines and messaging standards.

General Responsibilities

Stay informed about market, industry trends, and the competitive landscape. Research, analyze, and prepare reports to assist with decision making. Recommend and implement improvements to marketing processes, storytelling approaches, and event promotion strategies. Remain current with best practices in marketing, communications, and technology transfer promotion. Perform other duties as assigned to support CSU Strata's Technology Transfer and Advanced Laser Services objectives.

Salary Range: $69,000-75,000 annualized, depending on qualifications
Job Type: Full-Time/Nonexempt
Reports To: Vice President of Technology Transfer
Location: 2537 Research Blvd, Suite 200 Fort Collins, CO 80526

BENEFITS for full time eligible employees:

- Health, Dental, and Vision insurance
- Health Savings Account
- 401(a) and 403(b) retirement plans
- Life and Disability insurance
- Paid time off
- Standard mileage reimbursement over 15 miles

To apply go to https://csustrata.org/careers/

For full consideration, all application materials must be received by March 11, 2026. Job is open until filled.

CSU Strata is committed to equal opportunity and equal access for all employees and applicants providing an environment of excellence in which all individuals can participate to the full extent of their capabilities, realize their aspirations, and contribute toward our goal of being the trusted partner to the Colorado State University System.

CSU Strata prohibits discrimination and harassment on the basis of race (including hair texture, hair type, hair length, or a protective hairstyle commonly or historically associated with race, such as braids, locs, twists, tight coils or curls, cornrows, Bantu knots, Afros, and headwraps), color, religion, creed, age (40 or older), sex, national origin, ancestry, disability, protected veteran status, genetic information, sexual orientation, gender identity/expression, pregnancy (including childbirth, lactation, or related conditions), in certain circumstances, marital status and marriage to a co-worker, or any other basis protected by federal, state, or local laws, in its employment, programs, services, and activities. CSU Strata will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. This policy applies to all terms, conditions, and privileges of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, training, and professional development.

Note: This position is an at-will position in accordance with the laws of the state of Colorado and the United States federal government. This job description is not a complete statement of all duties and responsibilities comprising this position.