MidTown Cleveland, Inc.
Job Description
Community Engagement and Marketing Manager

About MidTown. MidTown Cleveland, Inc. (MTC) is a dynamic and high performing 501(c)(3) economic and community development corporation whose mission is to leverage the diverse assets in the area to develop a dynamic neighborhood that unites the city’s downtown and innovation districts. MTC has seen remarkable growth and transformation over the past several years as more businesses, nonprofits, residents, and institutions move to the neighborhood, stimulating development and helping change the area from a pass-through to a place. More information on MTC is available at www.midtowncleveland.org.

Position Overview: MidTown Cleveland, Inc. is seeking a dynamic and engaging individual to join our team as a Community Engagement and Marketing (CEM) Manager. The CEM Manager will lead outreach efforts to meet, engage, and build equitable relationships with residents in and around MidTown, working with them to build a stronger community, assessing and developing tools for better communications and connection between MTC and its residents, and informing MidTown’s strategy around residential engagement and programming.

The CEM Manager will also lead MTC’s marketing and communications efforts, helping us towards our strategic goal of promoting a compelling story of a connected and complete MidTown neighborhood and transforming our diverse target audiences into active partners in our future. The CEM Manager will be responsible for deploying MTC’s “Town” brand throughout the community, creating compelling content for our website, social media, and e-newsletter, promoting MidTown and area events, and overseeing printed and online collateral and paid and earned media.

Job responsibilities. The candidate must have the skills and experience to perform the following duties.

- Direct outreach to area residents and grassroots leaders to build a network of residents, understand their perspectives and needs, and communicate the ways MTC can support residents and neighborhood development
- Recommend and develop programs based on resident needs and MidTown goals around connecting the community including a suite of resident services
- Implement community network building strategies in MidTown to increase resident engagement, foster a sense of co-investment between neighborhood stakeholder groups, connect residents to opportunities using an asset based approach, establish an inclusive neighborhood culture, and create events that engage residents meaningfully
- Build relationships with neighboring community development corporations to facilitate a broader pool of residents and organizations to communicate about events and opportunities in MidTown
- Represent MTC at neighborhood and citywide meetings as needed
• Lead and implement all MidTown marketing efforts and event promotion, including social media, website, e-newsletter, online ads, paid ads and sponsored media, annual report, photography and video, and print collateral, including copywriting and design
• Develop and execute marketing and communications strategy for MTC
• Coordinate and plan events that engage the community and assist with other MidTown events

PRIMARILY INTERFACES WITH: MidTown Cleveland, Inc. staff, community members and residents. Reports to MidTown’s Executive Director.

QUALIFICATIONS
Education and Experience

• Bachelor or Master’s degree in communications, marketing, sociology, social work or related field or equivalent work experience
• Minimum two years of professional work experience
• Experience and comfort working with and relating to diverse populations
• Experience with development and execution of marketing strategy
• Community organizing or engagement experience preferred
• Fluency in social media and paid social media
• Knowledge of MS Office, Salesforce, and Adobe suite
• Graphic design experience a plus

Personal Characteristics

• Strong written, oral, and interpersonal communication skills
• Self-starter, resourceful, learner, networker and accountable for results
• Understands the connection between economic and community development with an equity lens
• Excellent time management and ability to manage and execute a project
• Creative approaches toward problem solving, community engagement and communications
• Works independently and in a team environment

COMPENSATION AND BENEFITS: MidTown offers competitive compensation and benefits, including retirement options, medical benefits, and paid time off. MidTown is an equal opportunity employer.

Applications will be reviewed starting immediately until an appropriate candidate is identified. Resume and cover letter stating salary requirements should be emailed to ckelley@midtowncleveland.org with the job description in the subject line.