



MidTown Cleveland
Marketing and Special Projects Coordinator
Job Description

Reports To: Vice President of Economic Development

About MidTown. MidTown Cleveland, Inc. (MTC) is a high-performing 30-year old 501(c)(3) non-profit community and economic development organization whose mission is to leverage MidTown’s diverse assets to develop a dynamic neighborhood that unites the city’s downtown and innovation districts. Inspired by changing dynamics in the neighborhood and an internal imperative to pursue racial equity and inclusion, MTC is pushing beyond its historic roots as a business chamber focused on “creating the highest quality urban business district in Northeast Ohio” to a focus on economic, urban, and community development that seeks to develop a dynamic neighborhood for all the people who live, work, and visit MidTown. The MidTown neighborhood 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 MidTown is available at www.midtowncleveland.org.

About the Health-Tech Corridor. The Cleveland Health-Tech Corridor (HTC) is a collaboration between MidTown Cleveland, the City of Cleveland, BioEnterprise, and the Cleveland Foundation to transform the area between downtown Cleveland and University Circle into a thriving economic force, with clusters of innovative health-tech and high-tech businesses leveraging the area’s medical, academic, and entrepreneurial resources to create inclusive economic growth. Covering a 1,600 acre area between Cleveland State University and the eastern edge of University Circle (slightly larger than the MidTown footprint), the HTC is home to four colleges, four major hospitals, five business incubators, and over 140 health-tech and high-tech companies. More information is available at www.healthtechcorridor.com.

DESCRIPTION AND PRIMARY DUTIES

The Marketing and Special Projects Coordinator (MSPC) will develop and implement a marketing and communications strategy for MTC and HTC 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 MSPC will be responsible for deploying MTC’s “Town” brand and the HTC brand to appropriate target audiences, creating compelling content for our websites, social media, and e-newsletters, promoting MidTown, HTC, and area events, and overseeing printed and online collateral and paid and earned media.

The MSPC will also assist the Vice President of Economic Development on a variety of special projects across the organization as needed, which may include event planning and coordination, assisting with the annual membership campaign, and touring potential organizations through Midtown.

Primary duties include:

- Build and strengthen the HTC and MTC brands in the local, regional, and national marketplace and create retail marketing strategies to further MidTown's vision of a connected community.
- Primary responsibility for creating relevant content and deploying it through appropriate channels to meet HTC and MTC target audiences, including website, social media, e-newsletter, paid online ads and campaigns, print, radio, TV, and print collateral.
- Seek out opportunities to present and speak about MTC and HTC and give tours to relevant organizations or parties
- Set goals, track outcomes, and monitor progress and effectiveness of marketing efforts.
- Manage consultants to assist in MTC and HTC marketing efforts for graphic design, annual report, photography and video, and print collateral
- Lead marketing efforts for MTC and HTC events and assist with event planning and coordination
- Assist AsiaTown Project Manager with efforts to market AsiaTown and AsiaTown events
- Assist with special projects as needed

PRIMARILY INTERFACES WITH: MidTown Cleveland, Inc. staff, stakeholders, and organizations.

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
- Fluency with digital and social media (and paid social media) and tech savvy
- 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
- Flexible team player willing to help out and fill in where needed

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 rbarga@midtowncleveland.org with the job description in the subject line.