MARKETING AND EVENTS COORDINATOR
POSITION DESCRIPTION

Reports to: Economic Development Director

Summary of Position Description

Detroit Shoreway Community Development Organization (DSCDO) is seeking a full-time Marketing and Events Coordinator. The position reports directly to the Economic Development Director. This position will assist with the management and implementation of organizational events and marketing. Principal responsibilities are as listed below.

Principal Responsibilities
1. In conjunction with the Marketing Committee and neighborhood stakeholders, develop a marketing strategy to tell the story of the neighborhood in order to attract interest and investment to Detroit Shoreway and the organization.
2. Compose and manage existing communication platforms including publication of print and e-newsletters, promotional materials, social media, et cetera.
3. Manage media relations; create and distribute press releases as needed.
4. Lead the redevelopment of the Detroit Shoreway neighborhood website and manage content updates.
5. Arrange and manage DSCDO’s annual events and their logistics including day-of event, volunteer coordination, and permitting.
6. For all partner-led outside events, coordinate the ongoing execution and analysis of special events to ensure effectiveness, sound fiscal management, allocation of resources, and impact on the neighborhood.
7. Conduct neighborhood tours.
8. Assist with the development of a comprehensive fund development strategy that includes but is not limited to sponsorships, fundraising events, membership, grant writing, advertisements, and annual campaigns.
9. Carry out annual marketing plan for the DSCDO-owned Capitol Theatre in coordination with the theater operator.
10. Coordinate marketing with the Gordon Square Arts District and maintain strategic relationships with community arts partners.

Position Requirements
1. Preferred Bachelor’s Degree in Communications, Marketing or a related field.
2. Ability to produce unique and high quality written content.
3. Proficiency in Adobe Creative Suite, Microsoft Office and the back end of websites.
4. Experience managing multiple social media accounts with large followings.
5. Must be organized, self-driven, personable, and have a passion for community development, Cleveland and the Detroit Shoreway neighborhood.
6. Ability to speak in front of audiences.
7. Experience with videography is a plus.
8. Ability to perform duties with minimal supervision.
9. Must be able to multitask and have the ability to work under pressure.
10. Ability to attend occasional evening and weekend meetings and events.
Physical Demands
Able to operate a computer and keyboard. May require reaching, standing, walking, grasping and feeling and the ability to lift or move objects up to 20 pounds. Requires vocal communication for expressing or exchanging ideas, hearing to perceive information at normal spoken word levels, visual acuity for color perception, preparing and analyzing written or computer data, determining accuracy and thoroughness for work, and observing general surroundings and activities.

Working Conditions
Availability for extended hours during peak periods and attendance at occasional evening/weekend meetings. Exposure to inside and outside environmental conditions.

This position description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of Detroit Shoreway Community Development Organization. Since no position description can detail all the duties and responsibilities that may be required from time to time in the performance of a job, duties and responsibilities that may be inherent in a job, reasonably required for its performance, or required due to the changing nature of the job shall also be considered part of the jobholder’s responsibility.

Equal Opportunity
Detroit Shoreway Community Development Organization is an Equal Opportunity Employer.

Compensation
• Salary commensurate with experience.
• Healthcare coverage available with partial contribution by employer.
• Long term disability insurance is provided by employer; short term disability is available at employee’s expense.
• Employer contribution to 403 (B) retirement plan.
• Holiday pay including Martin Luther King Jr. Day, President’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, the Friday after Thanksgiving, and weekdays from December 24th through New Year’s Day.
• Paid Time Off accrued at the rate of one day per month during the first year of employment, then 16 days per year beginning the second year of employment

SEND RESUME, COVER LETTER AND WRITING SAMPLE (NO MORE THAN 4 PAGES IN LENGTH TO:

Adam Rosen
Economic Development Director
Detroit Shoreway Community Development Organization
6516 Detroit Avenue, Suite 1
Cleveland OH 44102

FAX: (216) 961-8830
E-mail: arosen@dscdo.org

Resumes due by 9:00 a.m. on Tuesday, February 21, 2017
NO phone calls please