Development Specialist
JOB DESCRIPTION

REPORTS TO: Economic Development Director

SUMMARY:
The Development Specialist will be responsible for marketing and branding activities of the Metro West Community Development Organization and the neighborhoods, districts, and sub-neighborhoods that it serves. The Development Specialist will also be responsible for fundraising, fund development, and some event coordination for the organization.

RESPONSIBILITIES:

• Marketing and Branding the Metro West Community Development Organization
  o Coordinating and implementing a branding strategy for the organization
  o Design and creation of printed marketing materials
  o Design and creation of the Annual Report
  o Manage and maintain the organization’s social media accounts including Facebook, Twitter, Instagram, etc.
  o Work with consulting team to redesign organization website
• Fundraise and implement Marketing and Branding activities for the Neighborhoods and Sub-Neighborhoods within the Metro West service area:
  o Stockyard (including International Village)
  o Clark-Fulton (including La Villa Hispana)
  o Brooklyn Centre (including the Jones Home and Archwood-Denison Historic Districts)
• Neighborhood Marketing and Branding activities may include (but are not limited to)
  o Special Events
  o Neighborhood gateways
  o Housing tours
  o Historic district signage
  o Banners
• Working with program directors, write and manage grants for housing, community engagement, economic empowerment, and economic development programs.
• Plan and coordinate annual fundraising appeal
• Plan and coordinate organizational events including the Annual Meeting, Luncheon Series, La Placita, Halloween party, etc.
• Manage the Metro West Fundraising Committee
• Other duties as assigned

REQUIRED QUALIFICATIONS:

• Bachelor’s degree in marketing, graphic design, journalism, urban planning, urban studies, or related field preferred (or equivalent work experience)
• Excellent written communication skills
• Mastery of all social media platforms
- Familiarity with marketing and graphic design
- Ability and enthusiasm to learn new graphic design and publication software
- Excellent oral communication skills and have the ability to deal with public and private officials
- Proficiency in spreadsheet analysis (Microsoft Excel) and proficient in word processing (Microsoft Word). Knowledge of Microsoft Access and Microsoft Publisher is a plus.
- Experience with Adobe suite of software
- Leadership, team building, and negotiation skills
- Availability and willingness to work flexible schedule including evenings and weekends; local travel and some out-of-town travel required
- Ability to work with people of all backgrounds (race, ethnicity, socioeconomic, gender, sexual orientation, religion, disability, etc.)
- Self-motivation and an ability to work toward objectives with minimal supervision
- Driver’s license, insurance, and automobile in good condition

**PREFERRED QUALIFICATIONS:**

- Bilingual (English and Spanish) **STRONGLY PREFERRED**
- Master’s degree
- Nonprofit marketing experience
- Proficiency with Geographic Information Systems (GIS)

**PHYSICAL DEMANDS**

Ability to operate a computer and keyboard. Ability to operate a motor vehicle or equipment. May require reaching, standing, walking, fingering, grasping and feeling, and the ability to lift or move objects up to 20 pounds. May require 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 the accuracy and thoroughness of work, and observing general surroundings and activities.

**WORKING CONDITIONS**

Availability for extended hours during peak periods and attendance at evening and weekend meetings. Exposure to inside and outside environmental conditions. The office is located in a smoke-free facility. Local travel and some out-of-town travel is required.

*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

- Annual salary of $35,000 to $45,000 commensurate with experience and qualifications
- Paid Time Off accrued at the rate of one day per month during the first year of employment, then 16 days beginning the second year of employment
- Holiday pay including Martin Luther King Jr. Day, President’s Day, Memorial Day, the Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, and weekdays from December 24th through New Year’s Day.
- Employer contribution to 403(B) retirement program. Employer will provide a 50% match to the Employee’s contribution up to a maximum of 3% of the employee’s annual salary.
- Competitive health insurance offered with employer contribution.
- Long term disability benefits

Please e-mail, fax, or mail cover letter and resume by AUGUST 31, 2016 to:

Adam Stalder
Managing Director
Stockyard, Clark-Fulton & Brooklyn Centre
Community Development Office

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Cleveland, OH 44109

Email: astalder@dscdo.org
Fax: (216) 961-9387
NO PHONE CALLS