



Title: Marketing Manager

Reports to: Executive Director

40 hours a week

Salary: \$50,000-\$62,000

Ohio City Incorporated (OCI) is the community development corporation responsible for preserving, promoting and developing the Ohio City neighborhood. OCI serves the community by providing assistance to both neighborhood residents as well as businesses and institutions through advocacy and engagement, community building, marketing, special events, neighborhood planning and housing assistance. Furthermore, OCI is engaged in tenant attraction and retention. The work of OCI is aimed at making Ohio City a vibrant and livable community.

Mission: We lead the development of Ohio City by collaborating to address the needs of a diverse community of engaged people, driving new investments in and preserving the quality of a historic place, and promoting an inviting urban neighborhood for all.

Position Description: The Marketing Manager ensures the organization's values are expressed in all communications, both internal and external. This position is responsible for Ohio City Inc.'s identity and brand, digital and print marketing, sponsored events, public relations, graphic design, CRM, and fundraising narratives. The Marketing Manager also participates in the staff leadership team to collaborate with all staff across work areas. Ohio City Inc. relies on the Marketing Manager to choose the best communication method for each target audience and align messaging with the organization's goals.

Position Responsibilities:

- Responsible for marketing and event strategy for Ohio City Incorporated.
- Provide graphic design and content and execute all marketing materials and professional materials for Ohio City Inc. and programs ensuring all materials align with the organization's brand standards. Materials include, but are not limited to, annual reports, fund raising narratives, presentations, external Ohio City Inc. and partnership signage, newsletters, event materials, etc.
- Manage and execute organization's marketing/fundraising event schedule and strategy.
- Maintain and manage the organization's website and execute release of new Ohio City Inc. website.
- Manage digital communications and communications staff for Ohio City Inc. including creating and managing content for all social media outlets and email newsletters. This also includes developing strategies around these communications tools and tracking and reporting analytics.
- Manage the organization's Customer Relationship Management (CRM) software.

- Work closely with staff to design and implement communications strategies for the organization and neighborhood programs including Ohio City Inc. sponsored events, small business support and assistance, housing programming, OCI affiliated LLCs and the offerings of the Special Improvement District.
- Develop and manage a public relations plan for the organization that includes fostering relationships with the media, proactively pitching earned media, drafting press releases, and coordinating interviews.
- Manage relationships and contracts with vendors related to communications, including printers, photographers, videographers, designers, and translators.
- Take and organize photographs that demonstrate the organization's work and highlight its service area.
- Support the marketing needs of the organization's corporate sponsorship programs.
- Cultivate relationships with members of the community, organizational partners, and vendors.
- Serve as staff liaison for Board of Trustees committee meetings that involve marketing and events; deliver presentations as needed.
- Expected to work some evening and weekend events and meetings, at times two or more evenings a week.

Required Qualifications: Bachelor's degree or 4 years marketing management experience; Microsoft PowerPoint, Microsoft Word, Microsoft Excel, WordPress, Canva familiarity, Adobe Acrobat, Adobe Photoshop, Adobe Creative Suite, MailChimp, Strong Communications Skills, Proficient computer skills, media relations experience.

Preferred Qualifications: Experience in nonprofit or community development organizations a plus. Bilingual Spanish. Project and people management experience.

Compensation: Starting salary for this position is \$50,000-\$62,000, commensurate with experience. Ohio City Incorporated offers comprehensive benefits including medical, dental, and vision insurance, IRA, and advancement opportunities.

Application: To apply, submit a resume, cover letter, three writing samples and three graphic design samples to careers@ohiocity.org. Please write Marketing Manager in the subject line. Applications will be accepted on a rolling basis until position is filled.