Marketing and Promotions Coordinator

Old Brooklyn is Cleveland’s accessible, family-friendly neighborhood where business and people come to grow. It is home to regional assets such as the Cleveland Metroparks Zoo, hundreds of small businesses, and over 30,000 people. Old Brooklyn Community Development Corporation (OBCDC) is dedicated to the social, economic, and civic advancement of the community.

Purpose
In conjunction with existing staff the Marketing and Promotions Coordinator will focus on experiential marketing and social media promotion. OBCDC operates several events annually, in addition to events put on in partnership with local groups and individual “ambassadors”. The Coordinator will develop, organize and oversee the implementation and execution of CDC events. Additionally this role will operate and manage social media accounts and work with the rest of the staff to develop strategies to ensure all channels are used effectively. The Coordinator will support the overall staff on communications efforts and promoting programs, projects and other promotion needs. This position reports to the Director of Marketing and Development.

Primary Duties and Responsibilities:
- Develop and implement a communications plan that promotes and enhances the Old Brooklyn brand by way of earned and owned media channels, including website, social media, email, video, printed collateral, quarterly newsletter, et cetera
- Manage the planning, coordination and promotion of CDC events, and support development of partner events, community meetings and symposiums; including but not limited to phone calls, mailings, creation/maintenance of databases
- Coordinate the day–of event logistics and volunteer management (scheduling, staffing, set-up, breakdown) as well as follow-up post event (thank you letters, invoicing)
- Organize events committee and manage meetings
- Partner to identify strategy and execution of marketing/communication plans in support of fundraising campaigns, cultivation and stewardship

A candidate must have a strong commitment to Cleveland neighborhoods.

Preferred Qualifications:
- Bachelor’s Degree in related field
- Experience in events management; marketing or public relations tactics and strategy

Required Qualifications
- Proven graphic design and writing skills
- Technical competency and experience with social media channels, Microsoft Office suite, Adobe Creative Suite.
- Superior communication skills, both oral and written
- Ability to manage multiple responsibilities, and respond to rapidly changing situations
- Possess organization and project planning skills

Interested applicants must provide a cover letter and resume to careers@oldbrooklyn.com and are encouraged to share social media accounts and relevant digital work no later than 5:00pm EDT on Friday, April 21st. Salary will be commensurate with experience.