MARKETING AND EVENTS COORDINATOR
POSITION DESCRIPTION

Reports to: Economic Development and Marketing Director

Summary

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

Responsibilities

- 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.
- Compose and manage existing communication platforms including publication of print and e-newsletters, promotional materials, social media, et cetera.
- Manage media relations; create and distribute press releases as needed.
- Maintain the new Detroit Shoreway neighborhood website and manage content updates.
- Arrange and manage DSCDO’s annual events and their logistics including day-of event, volunteer coordination, and permitting.
- 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.
- Conduct neighborhood tours.
- 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.
- Carry out annual marketing plan for the DSCDO-owned Capitol Theatre in coordination with the theater operator.
- Coordinate marketing with the Gordon Square Arts District and maintain strategic relationships with community arts partners.
- Other duties as assigned

Required Qualifications

- Bachelor’s Degree in Communications, Marketing or related field, or equivalent work experience.
- Ability to produce unique and high quality written content.
- Proficiency in Adobe Creative Suite, Microsoft Office and the back end of websites.
- Experience managing multiple social media accounts with large followings.
- Excellent oral communication skills.
- Proficiency and ability to manage budgets.
- Ability to work with people of all backgrounds (race, ethnicity, socioeconomcs, gender, sexual orientation, religion, disability, etc.).
- Self-motivation and an ability to work toward objectives with minimal supervision.
- Availability and willingness to work flexible schedule including evenings and weekends; local travel and some out-of-town travel required.
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 40 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
- Salary range $30,000-$40,000 commensurate with experience.
- Paid Time Off accrued at the rate of one day per month during the first year of employment, then 18 days beginning the second year of employment
- Holiday pay including New Year's Day, Martin Luther King Jr. Day, President's Day, Memorial Day, the Fourth of July, Labor Day, Thanksgiving, the Friday after Thanksgiving, and the days between December 24 and January 2.
- 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 or mail cover letter and resume by MARCH 29, 2019 at 5:00pm to:

Detroit Shoreway Community Development Organization
Attn: Adam Rosen, Economic Development and Marketing Director
6516 Detroit Avenue, Suite 1
Cleveland, Ohio 44102

E-MAIL: arosen@dscdo.org

NO PHONE CALLS, PLEASE