



### Marketing & Communications Director

CNP was founded in 1988 to serve the unique role of a local community development funding and support intermediary for community development corporations (CDCs), and it is a vital partner to Cleveland's community revitalization efforts. In 1991 and 1992, the New Village Corporation (NVC) and Village Capital Corporation (VCC) subsidiaries, respectively, were established to further real estate development and lending in the neighborhoods.

CNP believes that CDCs are the best instruments to drive neighborhood revitalization. They are trusted partners in neighborhoods - closest to residents and small businesses, and they exist beyond the lifecycles of individual actors and political systems, allowing them to balance the immediate and long-term needs of neighborhoods. CNP's mission is to strengthen the community development ecosystem to foster the equitable revitalization of Cleveland's neighborhoods.

### Purpose

The Marketing & Communications Director is a leader of CNP's organizational objective to advance neighborhood marketing, the stories of community development, and the organizational brand. The Marketing & Communications Director will report to the Senior Vice President of Advocacy & External Relations and will serve as the principal point of contact for CNP with key marketing partners.

The Marketing & Communications Director will implement a marketing strategy inclusive of web, social, traditional, and experiential for *LiveCleveland*, a CNP brand focused on promoting Cleveland's neighborhoods as places to explore, celebrate, and invest. This position will lead CNP's Marketing Working Group for CDC staff by engaging them in cross-neighborhood content development, connecting with resources and partners, and providing resources to strengthen their capacities to market each of their own neighborhoods. The Marketing & Communications Director will support CNP to secure earned media for both its work and the work with Cleveland's network of community development corporations.

### Responsibilities

- Lead CNP's Public Relations & Communications Strategy
  - Secure earned media for CNP's work and its work in partnership with community development
  - Draft and distribute press releases and media notices
  - Build and expand relationships with journalists and marketing staff at partner organizations
  - Design and draft e-newsletters and other communications
- Advance CNP and LiveCleveland Marketing Initiatives
  - Provide strategy, vision, oversight, and support for day-to-day operations of all CNP marketing
  - Maintain and strengthen brands for the organization and its subsidiaries
  - Maintain and update CNP and Live Cleveland websites, including regular updates of content of LiveCleveland in coordination with other staff and CDCs
  - Build and launch coordinated marketing strategies that elevate CNP and its subsidiaries impact, improve the visibility of community development, and make arguments for living and investing in Cleveland
- Lead the CDC Marketing Working Group to regularly maintain meetings and individual support that builds capacity, provides training, and offer support to help each organization market their specific neighborhood
- Serve as the primary liaison with partners on marketing and communications
- Engage with contractors as needed related to website, service, print, and branding
- Manage the organizational marketing budget
- Provide timely reports as needed



### Preferred Qualifications

- A strong commitment to urban neighborhoods, inclusion, diversity and equity
- Excellent written, verbal, and interpersonal skills
- Demonstrated success in designing and implementing marketing and public relations plans for organizations with regional reach
- Proven track record in working with partners & stakeholders to develop common messaging
- Experience in working with media to communicate an organization and industry's point of view
- Management of an organizational brand; experience in managing traditional and digital marketing platforms
- History of building, managing, leading, and working with achievement-oriented teams
- Ability to consistently deliver on deadline; excellent organization and time management skills

### Additional Information

- Salary range is \$80,000 - \$90,000.
- CNP provides the following for employees:
  - Option to work remotely up to two days per week
  - Medical (80% of premium paid by employer), Vision (100%), and Dental (100%) Insurance available for employees and dependents; first dollar benefits contribution for out-of-pocket healthcare expenses
  - Automatic 2% contribution to 401(k)
  - Fourteen paid holidays, three weeks of vacation, and sick time
  - Generous family leave policies

### Apply

- Interested applicants should provide a cover letter and resume to [careers@clevelandnp.org](mailto:careers@clevelandnp.org).