



West Park Kamm's Neighborhood Development
(Senior) Manager of Engagement Strategy
Job Description

Position Description

In this position, the (Senior) Manager of Engagement Strategy shapes the future of WPKND's work through collaboration with all stakeholders. The Manager, reporting to the Executive Director, is responsible for print and electronic communications, oversight of marketing initiatives and developing strategies to promote West Park and the programs offered by WPKND.

Lead Community Engagement

- Manage and supervise community engagement staff, including the Farmers Market personnel.
- Oversee and lead the execution of the quarterly printed West Park Magazine including content development, layout, and coordination with partners and staff. Perform regular analysis and provide alternate strategies to ensure sound fiscal management and determine impact.
- Build and maintain strategic relationships with stakeholders, supporters, funders, residents and partners to better the organization.
- Coordinate ongoing execution and analysis of WPKND's annual street festival, The Hooley on Kamm's Corners™, to ensure effectiveness, sound fiscal management, allocation of resources, and impact on the neighborhood.
- Manage and develop neighborhood engagement strategies with the goal of creating strong pathways to communicate resources to constituents. Bearing in mind, LMI households, seniors, and other marginalized communities that may need different approaches for outreach.
- Provide a lens of equity on communication channels to community. Link marginalized communities with support services from WPKND and/or partners.
- Support outreach efforts for WPKND housing support programs and other partner led resources including Cleveland Housing Network, Cleveland Neighborhood Progress, City of Cleveland Departments, Cuyahoga County Departments, ECDI, and area CDFIs.

Marketing & Communications

- Serve as staff liaison to the Marketing & Engagement Committee of the WPKND Board of Directors as well as Cleveland Neighborhood Progress' Neighborhood Marketing Working Group.
- Work with outreach and neighborhood development staff on marketing and communications around community programming and events, outreach collateral, and business engagement.
- Advertise and find creative pathways to share relevant information from City of Cleveland and various partner organizations.
- Manage website and digital communications including content for social media outlets and email newsletters. Develop strategies and goals around these communications tools to support the mission of WPKND.
- Manage media relations in partnership with Executive Director; create and distribute press releases as needed.

- Develop a communications strategy with stakeholders that tells the neighborhood and organization's stories to build investment and interest in the West Park Kamm's community.

Organizational Capacity Building

- In partnership with Executive Director, design and develop a fund development plan that includes management and implementation of an annual fundraiser, review of membership and friends of campaigns, and seek new and creative funding partnerships and sources.
- Maintain database of funders, partners, and marketing and communications contacts.
- Help lead grant writing, fundraising, and sponsorships in coordination with other team members to support initiatives and programming especially related to housing and neighborhood development and other duties as assigned.
- Ensure compliance and timely completion of all reporting requirements for self and direct reports including funding sources like CDBG allocation and ARI allocation.

Qualifications

- Highly organized with excellent time management skills
- Strong written, oral, and interpersonal communication skills with the ability to manage and execute multiple projects and priorities
- Creative problem-solving skills and solutions oriented with a strong capacity to learn new skills
- Experience in marketing and communications with a focus on neighborhood outreach and community engagement
- Background working with diverse populations and ability to relate to those different from oneself and passion for building relationships with residents and partners
- Comfortable and proficient with data collection, management, and reporting and use of technology including Microsoft Office Suite
- Strong ability to work independently and as part of a team with a willingness to work outside of regular office hours including some evenings and weekends
- Bachelor's degree or equivalent work experience in urban planning, marketing, communications or another related field

How to Apply

The salary range for this position is \$55,000 - \$62,500. The decision between 'manager' or 'senior manager' will be based on the candidate's job history and management experience. WPKND offers a competitive benefits package including options for vision, dental, health, retirement, life insurance and more. WPKND proudly covers 90% of health insurance premiums for staff. To apply, email your resume and cover letter to careers@westparkkamms.org no later than Friday, January 31.

Equal Opportunity Employer

WPKND is committed to fostering a workplace where everyone feels valued, respected, and empowered to contribute their unique perspectives and talents. This organization is an equal opportunity employer and does not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other characteristic protected by applicable law. We believe diversity and inclusion strengthen our team and enhance the impact of our work, and we encourage individuals of all backgrounds to apply.