



**Job Description:** Manager of Brand & Design

**Status:** Full-time

**Reports to:** Vice President of Marketing & Communications

**Cleveland Neighborhood Progress (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.

**Summary & Objectives:** Under the direction of the Vice President of Marketing & Communications, CNP's Marketing Manager is responsible for managing CNP's websites and social media channels. This position will assist the Vice President of Neighborhood Marketing & Communications in building and advancing integrated marketing strategies supporting (a) CNP and its subsidiaries and (b) the "[Love Cleveland Neighborhoods](#)" campaign, which supports CNP's work and the network of CDCs that serve Cleveland neighborhoods.

Key audiences include: CNP's network of partners and funders; CDC leaders, staff, and board members; professionals in the real estate industry, including appraisers, realtors, developers, and realtors and brokers; and homebuyers who should be looking at Cleveland neighborhoods.

This individual will accomplish that work by being the key team member responsible for posting on and maintaining CNP's multiple social media accounts, updating its websites, designing and sending newsletters, and creating graphics and other visualizations that reinforce broader messaging.

The marketing manager will need to be able to navigate how to use multiple accounts and platforms to engage a variety of audiences with variations of messaging about the organization's work and community development in general. This individual should thrive in environments where collaboration is key, and they should expect to work closely with other CNP team members, including those at CNP's

subsidiary organizations Village Capital Corporation and New Village Corporation, and with partners from CDCs and others in the community development industry.

The objective of this position is to execute marketing and communications strategies in such a way that it advances CNP's mission to foster equitable revitalization throughout Cleveland neighborhoods by strengthening the community development ecosystem.

Candidates with deep working knowledge of the community development industry will be considered favorably.

## **KEY RESPONSIBILITIES**

- Manage the day-to-day operations of the organization's digital and social marketing.
- Maintain and update CNP's websites (WordPress), social media accounts, Airtable database, and other digital assets.
- Coordinate posting from various contributors to the CNP website, CNP social media, Love Cleveland Neighborhoods website, and Love Cleveland Neighborhoods social media.
- Produce and edit short-form video and photography for the above channels.
- Collaborate with CNP and CDC team members to build and execute marketing campaigns.
- Use and interpret data from CNP projects and sources to design and update graphics for use in publications, websites, and social media.
- Schedule and manage in-person brand activations with partner organizations.
- Assist in the monitoring and assessment of CNP's marketing efforts.
- Assist the Vice President of Marketing and Communications with the Neighborhood Marketing Working Group.

## **PREFERRED QUALIFICATIONS**

- Bachelors degree or equivalent experience in communications, graphic design, urban studies, or related fields.
- Proficiency in Adobe Creative Suite and/or Canva and video editing software.
- Up-to-date knowledge of best practices in online and social media marketing.
- Strong work ethic.
- Excellent written, verbal, and design communication skills.
- Ability to consistently deliver on deadline.
- Passion for Cleveland.

## **ADDITIONAL INFORMATION**

- Salary range is \$45,000-\$55,000
- 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
- Up to 2% match contribution to 401(k)
- Fourteen paid holidays, three weeks of vacation, and sick time
- Generous family leave policies

## **DIVERSITY, INCLUSION AND EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

Inclusion and diversity are core elements of CNP's mission, vision and guiding principles and these values don't simply extend to, but rather begin with, our approach to our own work environment and employees.

CNP knows that to live our mission, we have to be not just for the community, but of the community. We appreciate that we are as diverse as the world around us, and it is this diversity that helps us to more effectively fulfill our mission. In the course of our daily work, we value our differences and welcome new ideas and ways of thinking so that we can continue improving how we support our neighborhoods and partner organizations every day.

CNP believes we should all be celebrated for who we are, the ideas we bring and the energy we invest in what we do. This commitment is integral to the people we hire and how we operate as an organization.

By cultivating a diverse, engaging and inclusive work environment directed by our guiding principles, we empower any one or group of us to develop the next big idea, affect true community impact, and create a future of success for the area and its citizens.

As an expression of these values, CNP provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, citizenship, age, disability, genetic information, marital status, amnesty, military or veteran status or any other characteristic protected by applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

CNP expressly prohibits any form of unlawful harassment of its employees based on race, color, religion, gender, sexual orientation, gender identity, national origin, citizenship, age, disability, genetic

information, marital status, amnesty, military or veteran status or any other characteristic protected by law. Improper interference with the ability of CNP employees to perform their expected job duties based on membership in one of the protected classes listed in this policy is absolutely not tolerated.

#### **APPLY**

Interested applicants should provide a cover letter and resume to [careers@clevelandnp.org](mailto:careers@clevelandnp.org). Portfolios or work samples are welcome additions.

#### **ANTICIPATED TIMELINE**

Because of end-of-year projects and the organization's annual meeting on July 9<sup>th</sup>, CNP anticipates reviewing candidates' resumes during June and scheduling interviews in July. Our goal is to onboard the Manager position in late July or early August.