



**Title:** Director of Marketing

**Reports to:** Executive Director

**Terms:** Full time, In office, Salaried with Benefits

**Job Description:** Ohio City Inc. is seeking a Director of Marketing to oversee marketing and events for the Ohio City neighborhood. The Director of Marketing will be responsible for strategic leadership of the organization's branding, communications, events, and marketing initiatives. The ideal candidate will have an interest in community development and a passion for urban neighborhoods.

**Responsibilities:**

- Design and execute all marketing collateral and professional materials for the organization, neighborhood and programs ensuring all materials align with the organization's brand standards. Materials include, but are not limited to, annual reports, fundraising collateral, presentations, signage and postcards, etc.
- Manage digital communications for Ohio City Inc. and respective organizations, including creating and managing content calendar/strategy for website, media relations, social media outlets and newsletters. This also includes developing strategies around these communication tools and tracking and reporting analytics.
- Work closely with staff to design and implement communication strategies and campaigns for the organization and neighborhood programs. (Ex: Irishtown Bend, Near West Recreation, etc.)
- Oversee production of printed editorial materials, such as mailers, Annual reports, etc.
- Develop and manage a public relations plan for the organization that includes fostering relationships with the media, proactively pitching earned media, drafting press releases, and coordinating interviews.
- Manage the maintenance and content of the organization's website and oversee development of new/added features.
- While the organization hires photographers for various events, an ideal candidate should be able to shoot and edit high quality photos for use in the organization's marketing materials and digital communications.
- Plan and execute the organization's annual fundraising events, annual meetings, and neighborhood activities. Responsibilities include program planning, budgeting, hiring and coordinating with contractors, soliciting donations, assisting with sponsorship management and recruitment, preparing permit applications, and volunteer coordination. Facilitate event partnerships in Ohio City.
- Support the marketing needs of the organization's corporate sponsorship programs.

**TEL: 216-7813222**

**Website: [ohiocity.org](http://ohiocity.org)**

Ohio City Inc.  
3308 Lorain Avenue  
Cleveland, Ohio 44113

- Cultivate relationships within a diverse neighborhood with various stakeholders including members of the community, organizational partners, volunteers and vendors.
- Manage marketing and events staff (2).
- Serve as the staff liaison for committees that involve marketing and events.
- Attend Board of Trustees meetings and deliver presentations as needed.
- Staff, at times, evening and weekend events and meetings.

### **Qualifications:**

- Bachelor's degree in marketing, communications, or related field. Demonstrated work experience may suffice educational background
- Minimum two-years of related experience
- Proficiency in Microsoft Office applications (Outlook, Teams, Excel, G Drive, SharePoint), Canva, CRM, Monday.com, Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop), WordPress, Squarespace, Google drive, Google Docs, Google Sheets, Social Media: Instagram, Facebook, X/Twitter, LinkedIn and TikTok
- Experience overseeing the design and production of online and print collateral
- Ability to develop marketing and media campaigns that effectively communicate to diverse audiences
- Event planning experience preferred
- Knowledge of digital communications trends and social media tools
- Positive team-oriented attitude, self-driven, action-oriented, and able to manage multiple projects simultaneously
- Strong written and verbal communication skills, demonstrated creativity, strong public speaking skills
- Ability to serve diverse populations with openness and integrity

**Compensation:** Starting salary for this position is \$55-65,000. Ohio City Inc. offers comprehensive benefits including medical, dental, and vision insurance, IRA, and advancement opportunities. To apply, submit your cover letter, resume, 3 references and 1-3 work samples showcasing your written skills and design ability to [careers@ohiocity.org](mailto:careers@ohiocity.org). Applications will be accepted on a rolling basis until position is filled.

**Ohio City Incorporated (OCI):** Ohio City is a historic neighborhood in Cleveland. Originally incorporated as its own municipality in 1836, it was annexed by the City in 1854. Broadly seen as one of Cleveland's most trendy neighborhoods, restaurants, breweries and local businesses have flourished. Ohio City Inc. was founded in 1975 as the community development corporation responsible for preserving, promoting and developing the Ohio City neighborhood. OCI serves residents and businesses through advocacy, housing, community engagement, neighborhood planning and special events.

**Mission:** OCI strives to enhance the quality of life for those who live, work and play in our historic, urban and diverse neighborhood by advocating, collaborating and convening forums for community promotion and problem solving, by creating space for gathering and by improving the community's beauty and safety.

**Vision:** Ohio City is a unique and historic neighborhood celebrating the urban experience that offers an ideal setting to create a home, raise a family, run a business celebrate diversity, serve others and live a full life.