



Job Posting: Manager of Marketing and Communications

Mission and Organizational Overview

Re:Source Cleveland is a 501(c)(3) nonprofit organization with a mission to serve international newcomers as they navigate challenges and collaborate with them to reach their dreams in Greater Cleveland. The organization was established in 2010 and works with a newcomer population that includes former refugees, humanitarian parolees, asylees, and individuals with Temporary Protected Status. Our organization's goals and objectives revolve around being responsive to the needs of northeast Ohio's newcomers as they rewrite the story of their families' futures in a new home. The organization's programs are critical to both the short- and long-term economic success and the social and emotional integration of these NEO community members.

Position Reports to: Development Director

Salary: \$54,000 - \$56,000

Time Commitment: This is a full-time, 40-hour-per-week position primarily based in the office, at the mutual discretion of the Development Director and the Manager of Marketing and Communications

Position Overview

The Manager of Marketing and Communications will be responsible for leading all Marketing and Communications initiatives for Re:Source Cleveland under the Development Director's guidance. The Manager of Marketing and Communications is an important part of Re:Source Cleveland's development from a small grassroots organization to a leading mid-sized non-profit in the newcomer services sector in Cuyahoga County. This position is responsible for representing Re:Source Cleveland's current and future activities while building the organization's reputation locally, regionally, and nationally. The Manager of Marketing and Communications will build dynamic, thoughtful, and timely content to share across Re:Source Cleveland's marketing channels and will seek out opportunities to reach new stakeholders, audiences, and clients.

This position works across two distinct areas of Re:Source Cleveland's operations: Marketing and Communications and Development. The ideal candidate will build dynamic and meaningful content based on the specifications provided by Re:Source Cleveland's program teams; understand the need to create a steady volume of content and distribution while ensuring all content is presented and shared publicly in a professional manner that best positions and supports the work and efforts of Re:Source Cleveland; and take an active role in building and supporting the initiatives of the Development Department and the planning, strategy, and

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execution of key components of the annual benefit fundraiser and other small fundraising programs and initiatives such as the Annual Appeal

RESPONSIBILITIES

Marketing and Communications – 30 Hours

- Develop plans, production schedules, and content for all social media (Instagram, LinkedIn, and Facebook), monthly and special newsletters (Constant Contact), website, and external communications, aligned with the organization's priorities. This includes Re:Source Cleveland's social media channels and newsletters, as well as supporting the Ohio City Farm's team with their seasonal and weekly CSA newsletters, marketing outreach, and communications as needed.
- Work closely with the Ohio City Farm administrative team in a supporting capacity on all marketing and communications.
- Manage content and design updates and changes to the organization's website.
- Build and regularly update internal and external presentation templates and materials
- Manage, update, and communicate the organization's brand identity, both internally and externally, to ensure continuity of the brand story across tone, voice, accuracy, consistency, and quality.
- Manage the design and production of the Annual Report and 1-page overview and fundraising document(s) in collaboration with the Development Director.
- Manage press and media inquiries through the organization's dedicated email address, and have branded materials ready to share for the organization as a whole, as needed. Share relevant press inquiries with the Development Director and Executive Director.
- Manage relationships with any communications-related vendors or consultants.
- Manage logistics of all externally printed materials related to marketing, communications, development, and the Annual Benefit.
- Develop, implement, and manage an annual Marketing and Communications plan and budget in partnership with the Development Director, Executive Director, and Deputy Director.

Development – 10 Hours

- Manage the production of all fundraising materials, such as short guides, 1-sheets, fundraising decks, invitations, and special communications, with a particular focus on the Annual Benefit and special campaigns.
- Work with the Development Director to build special marketing campaigns, initiatives, and printed materials, and market special fundraising campaigns and initiatives.
- Manage the printing and logistics of printed materials for fundraising initiatives and the Annual Benefit-related activities and needs.

QUALIFICATIONS

Required:

- Commitment to the mission and values of the organization
- Interest in refugee and newcomer services
- Understand the necessity for expedient production while maintaining quality.
- Have demonstrated experience in high-volume social media and media content creation and distribution
- Ability to create original media content for quick turnaround and strong media and communication skills and knowledge of a variety of programs and apps for content creation

- Strong storytelling skills and demonstrated ability to turn information into narrative
- Ability to conceptualize, plan, and implement in a way consistent with the values and goals of the organization
- Thrives working in a dynamic, collaborative, fast-paced, and self-directed environment
- Demonstrated planning and organizational skills
- Excellent interpersonal skills and a collaborative work style
- Ability to relate to persons with diverse educational, socioeconomic, and ethnic backgrounds
- Ability to work independently and as part of a team with a variety of stakeholders
- Must be able to multitask and meet deadlines
- Ability to receive and respond positively to constructive feedback
- Ability to complete and pass a background check
- Valid driver's license and acceptable driving record

Preferred:

- Experience in Marketing and Communications at non-profits or similar organizations as well as experience with design and using programs such as Canva and Illustrator.
- At least three years of professional experience working collaboratively and on creating and delivering content.
- Experience with basic Adobe tools, Canva, Instagram, Facebook, LinkedIn, Excel, PowerPoint, Google Drive and Suite of Tools, basic Illustrator, and Microsoft Word
- Familiarity with graphic design, layout, and production of designed materials

PERKS

- Medical benefits with optional vision and dental coverage & health savings account
- IRA savings plan with employer contribution
- 12 paid holidays and generous PTO
- Yearly bonus
- Parental leave
- Flexible work schedule
- Join a diverse, creative, passionate, and talented team

Interested candidates should submit the following to Will Brown at will@resourcecleveland.org with the subject "Manager of Marketing and Communications Application Materials":

- Cover Letter
- Resume
- Three references