cleveland housing network

Digital Media and Events Manager

Posting Date: November 21, 2016

Reports to: Assistant Director

Scope:

Reporting to the Assistant Director, and as part of the Resource Development Team, the Digital Media and Events Manager will implement all facets of CHN's social media strategy, web analytics, and will manage all print and collateral material. This position is also responsible for planning and executing CHN's major biennial event, as well as other special events. The purpose of these communications and events is to increase brand awareness among CHN's funders and community stakeholders, and support the overall effectiveness of CHN's fundraising goals. The position is limited to stakeholder relationships and is not responsible for promoting individual programs to clients.

Qualifications:

- Bachelor's degree in marketing/communications or related field
- 3-5 years of experience in managing and executing social media communications (including twitter, facebook and linkedin) and special events planning.
- Knowledge of social media best practices, Google and social media analytics
- Excellent writing/editing and verbal communications skills
- Good technical skills including online cloud systems, Excel, etc. Familiarity with Publisher, InDesign, and Photoshop a plus
- A strong track record as an implementer. An entrepreneurial self-starter, able to work independently. Strong project management skills, thrives on the ability to keep multiple projects on track simultaneously. Careful attention to detail, and the ability to meet deadlines.
- Highly collaborative style. Productive relationship builder with the flexibility and finesse to "manage by influence".
- High energy, seasoned leadership with the ability to work at strategic and tactical levels
- Website content management experience a plus
- Database experience (Salesforce) a plus
- Non-profit experience a plus

Duties and Responsibilities:

- Social Media Communications: Develop, implement and evaluate a social media communications plan that creates momentum and awareness among funders/stakeholders. Manage the development, distribution, and maintenance of all print and electronic collateral. Using web analytics, test and report on the effectiveness of these communications activities.

- Major Biennial Event: Develop and execute plans for CHN's biennial stakeholder event.
- Special Events. Work with departments to plan and execute special events including ground breakings, grand openings, press conferences or special funder tours/volunteer days.
- CDC Events and Ad Development: Create ads and organize CHN's participation in CDC and other partner events.

CHN's mission is to build strong families and vibrant neighborhoods through quality affordable housing and strengthened financial stability. Since 1981 we have developed 6,000 affordable homes, invested $700 million in housing, and helped 2,500 low-income families achieve home ownership. Each year we serve 30,000 low-income families through affordable housing and housing stability services. Our vision is to leverage the power of affordable housing to disrupt and reverse the cycle of poverty. For more than three decades, CHN has worked to innovate a holistic solution to poverty that begins with a stable home.

If you are interested and meet the qualifications for this position please submit your cover letter and resume to Saundra Durda in Human Resources via email at sdurda@chnnet.com.

M/F/V/D -- EOE