



11-13-17

OPEN POSITION

Marketing Communications Coordinator

Department of Marketing and Communications

University Circle, Incorporated (UCI) is a 501(c)3 organization active in development, service, and advocacy. The organization is responsible for the growth of University Circle as a premier urban district and world-class center of innovation in health care, education, arts and culture.

UCI has restructured its department of marketing and communications and created a new position – the Marketing Communications Coordinator - to support all efforts of the department. Together, the marketing and communications team is charged with raising brand profile and encouraging constituents to live, work and seek entertainment within University Circle, as well as drive participation in UCI programs and events.

Organizationally, now is an exciting time for all members of the department of marketing and communications as it is a time to work with an engaged Board and senior leadership team to develop a stronger brand and deliver it more broadly across Northeast Ohio. The organization is completing a strategic plan and turning its attention to important new priorities, including destination management and marketing, for which the marketing and communications department will be a principal implementer. Other priorities include engaging with surrounding neighborhoods and increasing University Circle's base of people living, working and seeking entertainment here. The entire staff at UCI works collegially and collectively to continue to set a high bar nationally as one of America's foremost urban neighborhoods anchored by a unique array of educational, medical and cultural institutions.

Position Overview

This position supports all department efforts including the following key functions:

- Schedules, coordinates, and assists with meetings and, occasionally, special events
- Represents UCI at information fairs and other public events
- Researches advertising, promotion and publicity opportunities
- Writes and executes social media posts and posts on UCI's web site and newsletters
- Writes and delivers publicity materials for print, broadcast and online media outlets
- Writes, designs and produces correspondence, advertisements, agendas and minutes
- Writes for electronic and printed newsletters, at times
- Supports the planning and execution of public events, some held on weekends and evenings
- Performs other duties as assigned.

Personnel Management Responsibilities

None.

UNIVERSITY CIRCLE INC

Development Service Advocacy

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Qualifications

- 1-3 years of experience in marketing or communications role
- Proficiency in MS Office suite of products
- Excellent oral and written communication skills
- Able to prioritize work, multi-task, and handle multiple major projects
- Strong attention to detail and accuracy
- Excellent interpersonal skills
- Proficiency in research via web and other electronic sources
- Excellent organization, planning, follow-up and problem solving skills
- Bachelor's degree in journalism, communications, marketing or related course of study
- Occasional evening and weekend hours are required
- Proficiency with the Adobe Creative Suite is desired, but not required