



Marketing and Development Manager Job Description

About West Park Kamm's Neighborhood Development

WPKND is a non-profit community development organization that serves more than 25,000 residents and 200 businesses on Cleveland's far west side. Dedicated to the West Park community, WPKND works to cultivate a neighborhood where the diverse needs of its people are met through community-building, stewardship, and development initiatives.

Position Description

West Park Kamm's Neighborhood Development (WPKND) seeks a creative and strategically minded Marketing and Development Manager who excels at developing and implementing a wide range of marketing, communications, and fund development initiatives. In this position, the Manager will have the opportunity to help shape the future of the WPKND's work through collaboration with the Executive Director and leadership on implementation of the newly adopted strategic plan.

The Marketing and Development Manager will:

- Build and maintain strategic relationships with stakeholders, supporters, funders, and partners to better the organization.
- Develop a marketing strategy with stakeholders that tells the neighborhood and organization's stories to build investment and interest in the West Park Kamm's community.
- In partnership with Executive Director, design and develop a fund development plan that includes management and implementation of an annual fundraiser, review of membership and friends of campaigns, and seeks new and creative funding partnerships and sources.
- Oversee and lead the execution of the quarterly printed West Park Magazine including content development, layout, and coordination with partners and staff. Perform regular analysis and provide alternate strategies to ensure sound fiscal management and determine impact.
- Coordinate the ongoing execution and analysis of WPKND's annual street festival, The Hooley on Kamm's Corners™, to ensure effectiveness, sound fiscal management, allocation of resources, and impact on the neighborhood.
- Work with Neighborhood Outreach Coordinator and Director of Economic Development on marketing and communications around community programming and events, outreach collateral, and business engagement.
- Manage digital communications including content for social media outlets and email newsletters. Develop strategies and goals around these communications tools to support the mission of WPKND.
- Maintain database of funders, partners, and marketing and communications contacts.
- Manage media relations in partnership with Executive Director; create and distribute press releases as needed.
- Serve as staff liaison to the Marketing Committee

Preferred Qualifications

The ideal candidate for this role is able to cultivate strategic relationships, passionate about neighborhood promotion, and enthusiastic to develop marketing and communications that help execute the mission and vision of West Park Kamm's Neighborhood Development.

- Creative problem-solving skills
- Ability to develop marketing and media campaigns that effectively communicate to diverse audiences
- Experience in fundraising, grant writing, and special events
- Excellent written, oral, and interpersonal communication skills
- Excellent time management and ability to manage and execute multiple projects and priorities

- Bachelor's degree and/or experience in fund development, marketing, communications, urban planning, or related fields
- Ability to relate to and serve those from different background and needs
- Must be proficient in technology and software including social media platforms and Microsoft Office, Adobe Suite experience preferred
- Willingness and ability to work outside of regular office hours including occasional evenings and weekends

Compensation

Salary range for this position is \$42,000-\$50,000 with competitive benefits including paid time off and holidays, employer matching retirement plan, and employee health, dental and vision coverage. WPKND is an equal opportunity employer.

To Apply

Interested candidates should submit cover letter and resume to Rosemary Mudry at rosemary@westparkkamms.org with subject line: Marketing and Development Manager job application. Review of applications on a rolling basis until position is filled. Electronic submissions only.