



Vice President of Neighborhood Marketing

CNP was founded in 1988 to serve the unique role of a local community development funding and support intermediary for community development corporations (CDCs), and it is a vital partner to Cleveland's community revitalization efforts. In 1991 and 1992, the New Village Corporation (NVC) and Village Capital Corporation (VCC) subsidiaries, respectively, were established to further real estate development and lending in the neighborhoods.

Near the end of 2021, CNP completed a strategic plan that refocused its efforts on the health of CDCs. The new mission is to foster the equitable revitalization of neighborhoods throughout Cleveland by strengthening the community development ecosystem.

Purpose

The Vice President of Neighborhood Marketing & Media is an experienced and energetic marketing or communications professional who provides leadership in promoting Cleveland neighborhoods and communities to key external and internal audiences.

This individual will accomplish that work by elevating the organizations and partnerships that serve Cleveland neighborhoods, including CNP, its subsidiaries Village Capital Corporation and New Village Corporation, community development corporations, and other partners in the community development industry. This individual is a strong collaborator who identifies opportunities to integrate core messages with those of CNP's partners. The VP of Neighborhood Marketing should be a skilled practitioner of marketing or communications and take joy in coaching and working with others to build their own capacity to engage in this work.

The Vice President of Neighborhood Marketing will be responsible for building and advancing an integrated marketing strategy for CNP, its subsidiaries, and the network of CDCs that serve Cleveland neighborhoods. Key audiences include CNP's network of partners and funders; CDC leaders, staff, and board members; professionals in the real estate industry, including appraisers, realtors, developers, and brokers; and homebuyers who should be looking at Cleveland neighborhoods.

The objective of this position is to leverage marketing and communications in such a way that it advances CNP's mission to foster equitable revitalization throughout Cleveland neighborhoods by strengthening the community development ecosystem. This position works closely with and reports to the Senior Vice President of Advocacy & External Relations

Primary Responsibilities

- Provide vision, strategy, oversight and support for day-to-day operations of all CNP marketing efforts, including print, online and social media campaigns and strategies.
- Build a brand voice for the organization and its subsidiaries, to help tell the deeper stories about Cleveland neighborhood revitalization and the community development industry.
- Support and engage in capacity-building exercises and training for CDC partners that help market Cleveland neighborhoods including but not limited to designing trainings for CDC staff,

leading trainings for them, and working with other CNP team members to provide specific support.

- Build and launch coordinated marketing strategies that meet the vision of CNP's strategic plan. That vision includes elevating CNP's and Village Capital Corporation's work, increasing the public visibility of Cleveland's community development industry and partners, and generally advancing stories that make proactive arguments for living and investing in Cleveland.
- Collaborate with CNP colleagues to leverage quantitative data from local and national sources and qualitative feedback from CDCs to build marketing city-wide marketing programs that target homebuyers, investors, and businesses.
- Serve as CNP's primary liaison with partners engaged in marketing and communications.
- Coordinate website updates, server maintenance, print publications, and branding; manage contractors as needed.
- Draft content and provide editing for CNP communications.
- Serve as CNP's liaison, spokesperson, and content manager to reports, journalists, and news outlets.
- Manage the organization marketing budget.
- Build and expand CNP's relationships with key audiences.
- Monitor, assess, and make changes to CNP's marketing efforts, as warranted by data and other factors.

Preferred Qualifications

- A strong commitment to urban neighborhoods and equity.
- Demonstrated success in designing and implementing highly successful marketing and PR plans for organizations with regional reach.
- Demonstrated success in working with media to communicate an organization's or industry's point of view.
- Experience in working with partners and stakeholders to develop common messaging that is easily communicated and highly effective.
- Experience in leading a team and partners in managing multiple traditional and digital marketing platforms, and leveraging those platforms for maximum impact.
- Proven track record managing an organizational brand.
- Committed to promoting inclusion and diversity, both internal and external to the organization.
- History of building, managing, leading, and working with achievement-oriented teams of professionals.
- Strong work ethic.
- Excellent written, verbal, and design communication skills.

- Ability to consistently deliver on deadline.

Apply

Interested applicants should provide a cover letter and resume to careers@clevelandnp.org.
Salary is commensurate with experience.