Cleveland Neighborhood Progress (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.

CNP believes that CDCs are the best instruments to drive neighborhood revitalization. They are trusted partners in neighborhoods - closest to residents and small businesses, and they exist beyond the lifecycles of individual actors and political systems, allowing them to balance the immediate and long-term needs of neighborhoods. CNP’s mission is to strengthen the community development ecosystem to foster the equitable revitalization of Cleveland’s neighborhoods.

Purpose
The Marketing Manager will be responsible for implementing strategic marketing initiatives, managing and executing campaigns, and measuring the effectiveness of marketing efforts.

The Marketing Manager’s role is to promote Cleveland neighborhoods by sharing the stories that define our city’s communities and to promote CNP by effectively communicating its mission and initiatives. The ideal candidate will have a strong background in nonprofit marketing, community engagement, and a commitment to making a positive impact. The Marketing Manager will report to the Vice President of Neighborhood Marketing.

Key Responsibilities
- Develop creative content and visual materials that effectively convey the impact of CNP and share stories from Cleveland neighborhoods while engaging our target audiences.
- Collaborate with internal and external teams to create and execute compelling marketing campaigns, including digital, social media, email, and print.
- Maintain CNP’s websites by consistently updating content, ensuring accuracy, and incorporating any necessary changes or improvements to enhance user experience and engagement.
- Work with vendors and CDCs to schedule content-capture of neighborhood assets and lifestyles.
- Measure and evaluate the effectiveness of marketing efforts.
- Stay up-to-date with marketing trends and best practices, leveraging innovative strategies to expand our reach and deepen community connections.

Preferred Qualifications
- Demonstrated success in developing and executing marketing and communication strategies that drive community engagement, program participation, and support.
- Strong knowledge of digital marketing strategies and platforms, including social media, email marketing, content creation, and website management.
- Excellent written and verbal communication skills, with the ability to effectively convey complex messages to diverse audiences.
- Strong project management skills, with the ability to prioritize tasks and meet deadlines in a fast-paced environment.
- Passion for CNP’s mission, a commitment to equity, and a genuine desire to make a positive impact in Cleveland neighborhoods.

Additional Information
- Salary range is $50,000-$65,000.
- CNP provides the following for employees:
  - Option to work remotely up to two days per week
  - Medical (80% of premium paid by employer), Vision (100%), and Dental (100%) Insurance available for employees and dependents; first dollar benefits contribution for out of pocket healthcare expenses
  - Automatic 2% contribution to 401(k)
  - Fourteen paid holidays, two weeks of vacation, and sick time
Generous family leave policies

Apply

• Interested applicants should provide a cover letter and resume to careers@clevelandnp.org.