



Job Title: Marketing and Events Coordinator

Reports to: Director of Marketing

Position Overview:

The Marketing and Events Coordinator will drive the organization's digital presence and community engagement. This full-time position will support digital outreach initiatives, manage content across web and all utilized social media platforms, and assist with event logistics. The ideal candidate will have a passion for community development, urban neighborhoods, and digital communications, playing a key role in connecting the community with OCI's mission and activities.

Key Responsibilities:

- **Content Management and Digital Outreach**

- Develop, Manage and maintain OCI's website design changes, content ensuring timely and relevant updates across the website.
- Develop, write, and schedule engaging content for social media channels, including Near West Recreation and the Near West Land Trust
- Explore opportunities for engagement through existing and new social media platforms, such as TikTok, Instagram, LinkedIn, Twitter, Threads and Facebook.
- Assist in launching and managing neighborhood-focused digital projects.
- Produce visual and written content for digital newsletters, blog posts, and print materials, expanding the reach of OCI programs, including Irishtown Bend Park and Near West Recreation.

- **Marketing Communications**

- Collaborate with the appropriate staff to generate and implement content ideas across multiple channels, including articles, blog posts, social media, correspondence and other marketing collateral.
- Oversee the production of print materials, such as neighborhood mailers, welcome packets, brochures, and flyers, ensuring alignment with OCI's brand and outreach goals.
- Create graphics for social media and promotional materials for upcoming community programs and events.

- Management of Customer Relationship Management (CRM) System.
- **Event Support and Community Engagement**
 - Support logistics and vendor management for selected community events, staffing events on some weekends and evenings as needed.
 - Coordinate digital engagement efforts for community meetings, managing technology and presentation materials to facilitate smooth, effective communication.
 - Provide administrative support for organizational operations and event planning as needed.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field, or equivalent work experience in a similar role.
- Proficiency in website management (WordPress, Drupal) and knowledge of digital communication trends and social media platforms.
- Experience in event organization and a strong commitment to fostering community connections.
- Creative and skilled in digital content creation; experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Canva) preferred.
- Strong written and verbal communication skills, with the ability to communicate effectively with diverse community populations.
- Self-driven, action-oriented, and able to manage multiple projects with attention to detail.

Compensation and Benefits:

OCI offers a competitive benefits package, including paid time off, a Simple IRA with matching contributions, and health and dental insurance. The annual salary for this position is \$45,000 - \$50,000.

Equal Opportunity Statement:

Ohio City Incorporated is committed to equal opportunity and seeks applicants from diverse backgrounds, ensuring unbiased treatment of all individuals regardless of race, color, creed, sex, national origin, age, disability, sexual orientation, gender identity, or any other factors protected by law.

Application Process:

Resumes will be accepted on a rolling basis until the position is filled. Interested applicants should send a cover letter, resume, three references, and examples of previous work to careers@ohiocity.org with the subject line "Marketing and Event Coordinator."