

Job Description | P/T Marketing Specialist

Scranton Rd. Ministries Community Development Corporation is a faith-based and vision-driven organization that has served over 19,000 people across Cleveland since 2002. Operating within a community that suffers from widespread poverty, high unemployment and low graduation rates, our vision is *to help revitalize Cleveland, one life at a time*.

We actively contribute to the social, spiritual, physical and economic revitalization of our community by providing our neighbors with Job Training, Academic Enrichment Programming, Legal Education services, Digital Literacy & Access, Youth Development, College & Career Planning Services, and Leadership Training.

Job Description

The primary **responsibilities** of the **Part-Time Marketing Specialist** include:

- Develop, implement, and track marketing initiatives to reach the target audience and enhance lead generation-through appropriate channels (newsletters, digital campaigns, email, social media, and events, etc.).
- Create marketing materials (content & design); including newsletters, mailings, brochures, flyers, etc.
- Write, proofread, and edit creative and technical content across different mediums
- Assist in analyzing marketing data (campaign performance & efficiency, conversion rates, traffic etc.) to help shape future marketing strategies
- Conduct market research and analyze trends to identify new marketing opportunities
- Participate in brainstorming sessions, offering analytical insights to develop/plan creative marketing campaigns that increase ministry brand awareness
- Serve as an integral part in the development and execution of marketing plans to reach target audiences from brand awareness to product promotion.

Qualifications

The successful candidate will have 2-3+ years relevant experience, with the following qualifications:

- Excellent written, communication, and presentation skills
- Resourceful, organized, detail-oriented, creative, flexible, and proactive.
- Working knowledge of market research, surveys, and data analytics (including Google Analytics).
- Experience with integrated marketing campaigns
- Experience with the entire MS Office suite (Word, Excel, Access, PowerPoint, & Publisher) and Internet competency required. Familiarity with social media, Canva, mailchimp and Adobe Photoshop desired.
- Knowledge of database/ mail-merge programs.
- Access to a personal vehicle is highly preferred.

Additional Competencies: Must have a demonstrated ability to thrive in a team-based environment and communicate professionally. Must have strong interpersonal skills, a commitment to productivity, and a heart for the city. A background check will be conducted for this position.

Reports to: Executive Director

Time Commitment: Part-Time, with potential to scale depending on skills and scope of position

Compensation: Competitive, Commensurate with experience.

Interested and qualified candidates may apply by submitting a resume, cover letter, and compensation requirements to:
Scranton Rd. Ministries C.D.C. | Attn: Christopher Whitmore | 3095 Scranton Rd. | Cleveland, OH 44113