

SHORT NORTH ALLIANCE

ADMINISTRATIVE OFFICE

875 N. High St, 3rd Floor
Columbus, OH 43215

P/ 614.299.8050

UPDATED 12.9.21

Short North Alliance Creative Services & Marketing Manager Job Description

Overview

The Short North Alliance Creative Services & Marketing Manager is responsible for supporting campaign development and managing graphic design, creative asset production, advertising placement, and marketing implementation for all events, programs, projects, and services of the Short North Alliance.

This position reports to the Deputy Director of Affinity & Advancement of the Short North Alliance.

Roles & Responsibilities

50% of Time: Marketing Strategy, Planning, and Implementation

- Works with the Deputy Director of Affinity & Advancement to inform the Short North Alliance Strategic Communications & Promotions calendar.
- Develops and manages advertising and marketing budgets, creative, and plans for digital and traditional marketing and advertising campaigns to achieve communications goals and objectives for the organization.
- Maintains the organizational social media content calendar and manages implementation of content on all Short North Alliance owned or managed social media channels and websites, including copywriting, content sourcing, content development, scheduling, and posting with support from SNA intern.
- Manages implementation of all digital and print communications sent out to the public and key constituent groups including, but not limited to, advertising, press releases, emails, direct mail, print collateral, and District wayfinding kiosk content.
- Maintains awareness of constituent needs and sentiment by monitoring social media and the web at large for constituent feedback through Google Alerts, social media listening and various monitoring tools, reporting and responding as appropriate.
- Manages distribution of all Short North Arts District promotional materials to District businesses, property owners, residents, and other key community locations.

30% of Time: Creative Services Production

- Oversees art direction, graphic design, photography, and copywriting used in advertisements, website communications, digital communications, presentations, signage, Short North Alliance merchandise and print materials for Short North Alliance events, programs, projects, and services.



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- Manages implementation and maintenance of Brand and Style Guidelines for the Short North Arts District and all Short North Alliance events, programs, projects and services, and all Short North Alliance owned websites.
- Maintains existing and adds to catalogue of Short North Alliance photography, graphic assets, and Short North Alliance produced publications (including maps, category-specific guides, parking and transit guides, or others as needed).

20% of Time: Project Management

- Works with hired vendors to plan, support, and oversee management of annual marketing projects and creative services.
- Monitors, analyzes, and reports upon website, social media, and campaign-specific analytics.
- Troubleshoots and works with vendors to maintain all Short North Alliance creative services and marketing tools.
- Attends and supports the Short North Alliance team at all Short North Alliance events and serves as representative of the Short North Alliance in the community.
- Maintains a database of earned and general news media coverage for the areas served by the Short North Arts District.
- Hires, supervises, and develops projects for the Short North Alliance Interns.
- Other duties as assigned.

Education, Experience, and Qualifications

- A four-year degree from an accredited college or university in Design, Marketing, Communications, Creative Services, or related field.
- At least 3 years of full-time equivalent work experience in Design, Marketing, Communications, Creative Services, or related field.
- Intermediate to advanced graphic design, brand management, and creative asset production experience.
- Extremely strong knowledge of integrated, traditional and digital multi-channel creative services and marketing strategy, planning, and implementation with proven results.
- Strong understanding of social media platforms (Facebook/Facebook Business, Twitter, Instagram, Snapchat, Spotify, YouTube) and third-party web-based marketing tools (Buffer, Google Ads, Google Display Network, Google Tag Manager, Google Analytics, Google Data Studio, Mailchimp, Hootsuite, Eventbrite, or related programs) web editing platforms (WordPress preferred) and digital analytics.
- Proficient in the following: MS Office Suite, Mac OS, Adobe Creative Suite, and G Suite.
- Day, evening, weekend, and on-call availability.
- Possesses reliable transportation and a valid Ohio driver's license.



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Core Competencies

- Highly motivated, organized, detail-oriented self-starter and team player adept at multitasking, prioritizing, and working toward deadlines in a fast-paced, collaborative, and always evolving work environment.
- Design savvy creative with a high standard for artistic excellence.
- Possesses exceptional interpersonal communication skills and is comfortable communicating and engaging with an extremely broad mix of constituents (including community members; business and property owners; technical professionals; and artists, designers, and creatives).
- Solutions-oriented problem solver, adept at working diplomatically.
- Has a passion for the Short North Arts District community and surrounding neighborhoods.

Application Instructions

Interested applicants should send a resume, cover letter, salary requirements, and list of 3 references electronically in MS Word or Adobe PDF format to employment@shortnorth.org by **Sunday, January 19, 2022 at 11:59 PM** with the Subject: ***Short North Alliance Creative Services & Manager Application - Your Name***. No phone calls will be accepted. Applicants invited for interviews should be prepared to share a portfolio of past work.

Target start date is Monday, February 7 or sooner.

About the Short North Alliance

The Short North Alliance (SNA) is a 501(c)3 non-profit organization serving business owners, property owners, and residents of the High Street, East 5th Avenue, and North Fourth Street commercial corridors and the Short North Arts District.

Our mission: To nurture the Short North Arts District, High Street, East 5th Avenue, and North Fourth Street commercial corridors as vibrant, creative, and inclusive communities and leading arts destinations.

Our work: The Short North Alliance supports one of most treasured neighborhoods and visitor destinations in Columbus by leading clean and safe programming, presenting some of the most longstanding Short North Arts District events (Gallery Hop, HighBall Halloween, etc.), managing beautification projects, spearheading public art programs, and overseeing marketing, communications, visitor supporting programs, and community advocacy for the over 4 million annual visitors and the 400 businesses and 700 property owners who call the Short North and Fifth Avenue and Fourth Street Special Improvement District areas home.

Learn more about us at shortnorth.org and fifthandfourth.org.

The Short North Alliance is an equal opportunity employer.

