

SHORT NORTH ALLIANCE

ADMINISTRATIVE OFFICE

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

P/ 614.299.8050

SAFETY OFFICE

1181 Mt. Pleasant Ave
Columbus, OH 43215

Short North Alliance

Director of Creative Services & Marketing

Overview

The Short North Alliance Director of Creative Services & Marketing is a key member of the Short North Alliance team, responsible for directing strategic communications planning and leading campaign deployment and managing the production of graphic design, creative assets, media buying and advertising placement, and marketing implementation for all events, programs, projects, and services of the Short North Alliance.

This is an exciting time to join the Short North Alliance. This team member will help to shape several key new projects, including a new brand and image marketing campaign, website, and the communications plans for new events, experiences, and initiatives in the Short North Arts District.

This position reports to the Executive Director of the Short North Alliance.

Roles & Responsibilities

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

- Works with the Executive Director to oversee the development and planning of the Short North Alliance Strategic Communications, Promotions, and Content Calendar and the development of overarching organizational and brand-specific goals and objectives; research, develops, and strategizes on the deployment of key communications and promotions messaging and placement.
- 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.
- Manages curation and 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.
- Draws upon periodic support in developing, sourcing, responding to social media content on all channels from select agency vendors and interns when available and with the ongoing support of the SNA's Outreach and Engagement Manager.
- Manages implementation of all digital and print communications sent out to the public including, but not limited to: print and digital advertising, emails, direct mail, print collateral, and District digital wayfinding kiosk content.
- Maintains events calendar on shortnorth.org and manages listings of Short North Alliance led events and promotions on community calendars hosted by local, state-wide, or other relevant news media and community resources.
- Manages public relations agency contract, helps to draft and direct dissemination of press releases to local, state, and national news media, and oversees earned media tracking.



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30% of Time: Creative Services Production

- Oversees the 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.
- 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).
- Oversees creative services, video, design, and other content production vendors, freelancers, agencies and other service providers.

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 websites, social media, and campaign-specific analytics.
- Trouble shoots and works with vendors to maintain all Short North Alliance creative services and marketing tools and engages in regular social listening.
- 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.
- Hires, supervises, and develops projects for the Short North Alliance freelance communications vendors, agencies, and Interns.
- Other duties as assigned.



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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 5 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, X, 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, Canva, and G Suite.
- Day, evening, weekend, and on-call availability.
- Possesses reliable transportation and a valid Ohio driver's license.

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 three (3) references electronically in MS Word or Adobe PDF format to employment@shortnorth.org by **Monday, June 3 at 11:59 PM with the Subject: Short North Alliance Director of Creative Services and Marketing - Your Name.**

Applicants invited for interviews should be prepared to share information and examples of past work experience. Target start date is Monday, July 15, 2024.

No phone calls will be accepted.



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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, Hops on High, 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 300 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.

