

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 Graphic Designer & Content Coordinator

Overview

The Short North Alliance Graphic Designer & Content Coordinator is a temporary, part-time team member of the Short North Alliance, providing support to the creative services of the Short North Alliance through graphic design and content production. This position is supported through December 31, 2024. The position may be continued pending the availability of future funding. This position reports to the Director of Marketing & Creative Services for the Short North Alliance.

Roles & Responsibilities

75% of Time: Creative Services & Production

- Serves as the primary designer for all graphic design needs of the Short North Alliance.
- Contributes to creative design plans for digital and traditional marketing and advertising campaigns to achieve communications goals and objectives for the organization.
- Contributes to copy and design 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.
- Supports the maintenance of 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).
- Supports select 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.
- Supports design of 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.
- Supports maintenance of events calendar on shortnorth.org.

25% of Time: Project Management

- Collaborates with the Director of Marketing & Creative Services along with hired vendors to support the maintenance of all Short North Alliance creative services and marketing tools and engages in regular social listening.
- Supports the Short North Alliance team at all Short North Alliance events.
- Collaborates with Short North Alliance freelance communications vendors, agencies, and Interns on various projects.
- 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 2 years of full-time equivalent work experience in Graphic Design, Content Development, Communications, Creative Services, or related fields.
- Advanced graphic design, brand management, and creative asset production experience.
- 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 Graphic Designer & Content Coordinator - 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.



SHORT NORTH ARTS DISTRICT

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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.

