



**EVENTS AND MARKETING MANAGER
JOB RESPONSIBILITIES**

CHCURC Background

The College Hill Community Urban Redevelopment Corp. (“CHCURC”) is a non-profit community development corporation located in the diverse and historic College Hill neighborhood of Cincinnati. CHCURC works closely with residents, neighborhood organizations, business owners, and strategic partners to enhance our existing community assets and to promote a comprehensive development of the entire community. CHCURC’s mission is to revitalize the College Hill business district to improve the surrounding community.

CHCURC is currently focused on revitalizing the Hamilton Avenue Business District in College Hill as part of this mission. CHCURC’s approach is comprehensive and as such CHCURC is creating initiatives in the follow areas: Economic Development, Community Development, Real Estate Development, Transportation, Design, and Community Engagement.

Essential Responsibilities

The Events and Marketing Manager will report directly to the Executive Director of CHCURC. They will be responsible for building and maintaining morale within the College Hill community to project a sense of confidence that the momentum built along the Hamilton Avenue Business District remains.

This shall be done through the following approaches:

Events:

- Develop and implement an events strategy for activating the Hamilton Avenue Business District.
- Plan, attend, and execute at least bi-weekly “events” between May 1 and October 31, annually. These events shall be low-cost or they shall at least break even on the funding scale. Events can be roughly defined to include activating Patrick’s Park (at least bi-monthly), cleanup related activities, or an opportunity to bring people together within the Hamilton Avenue Business District.
- Develop and expand a volunteer base for implementing the events mentioned above.
- Collaborate with CHCURC Events Committee to implement the event ideas and grow the volunteer base for implementation.

Marketing:

- Create and disseminate all marketing from CHCURC to the larger community. This marketing shall be focused on the morale boosting efforts (i.e. events, development, business successes) taking place along the Hamilton Avenue Business District. Marketing shall also include, but is not limited to, the creation of marketing promotion for all events, material needed to promote the business district and work of CHCURC, the www.chcurc.com website, press releases, general activation of storefronts and a monthly College Hill CURC newsletter.
- Develop: (a) an overarching strategic marketing plan; (b) a day by day marketing plan; (c) a College Hill CURC newsletter and (d) a dissemination strategy.





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Community Engagement:

- Represent CHCURC to the following College Hill organizations: (1) The College Hill Business Association; (2) The College Hill Forum; (3) The College Hill Gardeners; (4) The Ministrium; and (5) Christ Community/HeartBeat of the City.
- Collaborate with the CHCURC Community Engagement Committee to coordinate appropriate representation of CHCURC to the above organizations and implement additional morale boosting activities that can be done throughout the College Hill community.
- Maintain a connection to the Hamilton Avenue business district. This can expand beyond the Hamilton Avenue business district. Such engagement can include representing CHCURC at the annual Pumpkin Patch Event, coordinating opportunities for the Executive Director to speak to patrons of Christ Community/HeartBeat of the City, and arranging street level engagement opportunities with the community.

Miscellaneous:

- Perform additional tasks outside of the scope listed above by the Executive Director, from time to time. These projects will be limited in scope and will be solely at the Executive Director's discretion.
- Collaborate with the CHCURC Board of Directors and the CHCURC Advisory Board in implementing their tasks and any appropriate committee these tasks touch.

Requirements and Qualifications

- Bachelor's degree from an accredited University in Marketing or Events related major. Experience in the field and training may substitute for educational requirements.
- Able to be flexible by working evenings or weekends, as necessary
- Ability to multi-task with various stakeholders to achieve goals
- Self-motivated
- Detail-oriented
- Strong written and oral communication skills
- Strong computer reporting skills

Compensation

Salaries will be offered based on experience and roles ultimately hired to oversee.

To Apply

Applicants shall send a resume via email with the below application filled out and a cover letter that outlines which areas the applicant is applying for, the applicants interest in, qualification for the position, and salary goals to CHCURC's Executive Director, Seth Walsh via email at seth.walsh@chcurc.com **before 5 pm on Friday, August 14, 2020**. Subject line should read: CHCURC Job Opportunity. Hard copies can be dropped off at the CHCURC office at 1551 Marlowe Avenue, Cincinnati, OH 45224. Applications will be accepted on a rolling basis.

CHCURC is proud to be an affirmative action employer.



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College Hill CURC Employment Application

Due: August 14 to the CHCURC Office, 1551 Marlowe Avenue, or via email to seth.walsh@chcur.com

Summary

The College Hill Community Urban Redevelopment Corporation (CHCURC) is seeking an Events and Marketing Manager to begin work with the College Hill CURC in September 2020. In this role, the Events and Marketing Manager will work with the small team of employees and the Board of Directors and Advisory Board Members to implement the mission of the College Hill CURC. Our mission is to revitalize the Hamilton Avenue business district.

In this role, the Events and Marketing Manager will be responsible for building morale within the College Hill community and a sense of excitement with the redevelopment occurring along Hamilton Avenue. The Events and Marketing Manager will work closely with the Events Committee, Marketing Committee, and Community Engagement Committee.

Please fill out and answer the questions below and return, along with a cover letter and resume, prior to **August 14, 2020 at 5 PM** to be considered for the position. You can submit the application in person to the College Hill CURC office at 1551 Marlowe Avenue, Cincinnati, OH 45224 or via email to Seth Walsh, Executive Director, at seth.walsh@chcur.com.

Applicant Information

Name: _____

HomeAddress: _____

Contact Number: _____ Best Time to Call: _____

Email Address: _____

Interview Preference: In Person / Phone / Google Hangouts

Interview Availability (select all that apply:

Morning (Before 9 am) / Work (9 am – 5 pm) / Evening (after 5 pm)

Qualifications

Please tell us about yourself and include information regarding the items listed below:

- Why are you applying for the Events and Marketing Manger Position?
- What, if any, is your relationship with College Hill?
- Tell us about previous experience you have had in doing a role such as this.
- What is your vision for the role?
- What will the College Hill CURC be able to do to help you grow as a professional and person?
- Please list events you have planned (including dates) and social media pages you have run.
- Are you comfortable working irregular hours, such as evenings and weekends?
- Are you comfortable working in a small team?

