



## **Lake Erie Ink Marketing and Communications Manager**

*Lake Erie Ink is a nonprofit providing creative expression opportunities and academic support to youth in the greater Cleveland community.*

Lake Erie Ink provides creative expression programming to youth of all ages, year round. LEI programs include on-site after school programs, summer camp, evening and weekend workshops and off-site programs held in schools and other OST youth-serving organizations.

### **Summary:**

- Position is part time, 24 hours a week
- \$22 an hour
- Works closely with the leadership team and reports directly to the Executive Director and Development manager

### **General description of job areas:**

#### **Marketing and Communications:**

- Design, execute and distribute materials, including flyers and postcards, for all organizational initiatives, in print and electronic materials.
- Write and disseminate press releases, media alerts and informational documents to the wider community.
- Update and maintain community calendars each season, to reflect current programming.
- Work with Development manager to create thoughtful and engaging content to ensure current and prospective donors are informed of our work and invited to attend both programming and giving events.

#### **Web and Social Media Presence**

- Update website content monthly.
- Create and send out bi-monthly e-newsletter covering Lake Erie Ink programs and mission stories.
- Manage existing social media platforms and identify new opportunities for outreach.
- Ensure that posts resonate with Lake Erie Ink's audiences and align with Lake Erie Ink's marketing and communications goals.

#### **Additional Responsibilities include:**

- Assist in preparing documents and materials for Board, fundraising events and other staff- related functions as needed.

**Knowledge, skills and experience:**

- Knowledge and experience with computers and software applications including, Excel, Word, Canva, publisher and other presentation programs
- Comfortable working with Social Media
- Experience with Wordpress
- At least two years of experience in program or office management or equivalent position with similar responsibilities described above
- Experience creating and producing creative materials
- Successful collaborations with others

**Preferred Qualifications:**

- Strong administrative and organizational skills
- Excellent attention to detail
- Skilled in verbal and written communication
- Creative problem solving and thinking outside of the box.
- Demonstrated ability to multi-task, work independently, and meet deadlines
- A team player able to plan and work collaboratively with leadership team
- Flexibility and a sense of humor
- Ability and willingness to adapt to a variety of duties and priorities
- Interest in and commitment to creating safe and equitable spaces for youth to express themselves

Interested applicants should submit a resume and cover letter via email to Executive Director, Amy Rosenbluth at [arosenbluth@lakeerieink.org](mailto:arosenbluth@lakeerieink.org)

*Lake Erie Ink is an equal opportunity employer and values diversity and inclusion. Qualified candidates will receive consideration for employment without regard to race, color, religion, national origin, age, sex, sexual orientation or preference, gender identity, disability status, veteran status, marital status, height, weight or any other characteristic protected by law.*

**Our Vision:** Lake Erie Ink: a writing space for youth, envisions a community where youth discover their voices, share their ideas and inspire each other as valued participants

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[www.lakeerieink.org](http://www.lakeerieink.org)