

Communications Manager

University Circle Inc. (UCI) is a 501c(3) community service corporation responsible for developing, serving, and advocating for University Circle as a vibrant and complete neighborhood without borders.

The Communications Manager is a full-time member of the Department of Communication and Events and reports to the Senior Director of Communications & Events.

Position Overview

The Communications Manager is UCI's primary copy writer and is responsible for telling the stories of UCI and University Circle to local and national audiences. The Communications Manager also ensures a positive visitor experience by conducting regular surveys, managing the front-of-house staff at the University Circle Visitor and Circle Living Center, and assisting with UCI's community events.

Salary

\$45-50,000, commensurate with experience

Responsibilities

Print Collateral

- Leads the design, editing, printing, and distribution of UCI print publications, including but not limited to special event publications, quarterly *PLAY* newsletter, the Visitor Map, and the Visitor Guide
- Ensures that all publications adhere to UCI's brand guidelines
- Periodically evaluates existing publications and determines relevancy
- Develops new print collateral in response to evolving neighborhood needs

Social Media

- Primary content developer for all UCI social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and TikTok
- Leads weekly meetings with the Digital Media & Events Coordinator to develop social media calendars
- Develops monthly reports and evaluations for UCI's social media posts and makes recommendations accordingly

Media Relations & Buying

- Outreach
 - o Maintains and updates UCI's media contact lists
 - o Writes press releases and media advisories
 - o Works on earning positive press coverage for UCI by developing and maintaining relationships with local media
- Buying
 - o Develops and executes paid media plans for UCI's special events and general neighborhood promotions
 - o Develops reports to evaluate the success of paid media plans after the campaigns have concluded

Blog

- Primary content developer and coordinator for UCI's blog
- Develops editorial calendar, conducts interviews, writes articles, and posts articles on UCI's website

Eblasts

- Formats and sends eblasts upon request
- Responsible for annual "scrub" of UCI's email list
- Stays abreast of best practices for email marketing and makes recommendations accordingly

Visitor Center

- Manages the front-of-house staff at the University Circle Visitor & Circle Living Center
 - o Develops monthly work schedule with paid staff and volunteers
 - o Develops weekly communications with the front-of-house staff so they are aware of relevant goings-on in the neighborhood
 - o Organizes appreciation lunch and holiday dinner for front-of-house staff
 - o Recruits and trains new volunteers for the Visitor Center when necessary
- Ensures the Visitor Center is properly supplied with print collateral from UCI's member organizations and marketing partners
- Ensures the front-of-house staff have adequate PPE to ensure their health and safety
- Develops annual analysis of guests in the Visitor Center based off guest logs and phone logs

Event Support

- Supports the overall planning and execution of public events

Surveys

- Develops, sends, and evaluates UCI's annual visitor survey
- Develops, sends, and evaluates post-event surveys

Other duties as assigned.

Qualifications

- Bachelor's Degree in Communications, Marketing, or a related field
- 5+ years of experience
- Excellent writer who can bring the stories of University Circle to life in long form and short form
- Keen editing eye and attention to detail
- Proficient knowledge of Microsoft Office products, including Teams, Outlook, Word, Excel, PowerPoint
- Comfortability managing multiple social media platforms
 - o Experience with HootSuite is a plus
- Able to multitask and balance several major projects simultaneously
- Able to manage UCI's custom content management system, email marketing software, and survey software
 - o UCI will provide instruction on all if needed
- Competence with Adobe Creative Suite, including Photoshop, InDesign, and Illustrator

- Competence with other website-based design such as Canva
- Comfortability interacting with local media
 - Willing to appear on camera if needed
- Ability to communicate and work effectively with UCI staff, UCI member organizations, local stakeholders, and the general public
- Able to work within project budgets
- Some evening and weekend hours are required

To Apply

Send your resume and cover letter to resume@universitycircle.org by January 5, 2022

University Circle Inc. is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. We celebrate diversity and are committed to providing an inclusive environment for all employees.