

Marketing Director Cleveland Public Market Corporation



Cleveland Public Market Corporation

Under the direction of a committed Board of Directors, the tax-exempt, nonprofit Cleveland Public Market Corporation (“CPMC”) is striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community. CPMC’s **mission** is to preserve the city’s public market tradition while making the local food system more accessible, equitable, and diverse. CPMC is seeking a Marketing Director to join the management team.

Following national best practices among the nation’s large urban markets, Cleveland Mayor Justin Bibb and his administration initiated the effort to transition day-to-day operations of West Side Market from city management to CPMC. While the City will maintain ownership of the land and buildings, CPMC is on track to take over operation of West Side Market in early 2024.

The City and a diverse Advisory Committee of city government representatives, local stakeholders, and Market merchants provided input into a [masterplan](#) prepared by an experienced public market consultant. The masterplan is guiding the new organization as it makes physical and operational changes that diversify income, support the Market’s merchants, and improve the customer experience.

Marketing Director

Cleveland Public Market Corporation is hiring a Marketing Director, a key leadership role in revitalizing one of Cleveland’s greatest assets – historic West Side Market. The Marketing Director oversees all branding, social media, public relations, advertising, public and private events, educational activities, gift card and loyalty program promotion, and related marketing activities. The Marketing Director inspires and leads event staff and volunteers while creating a robust events program that drives revenue to the Market and serves the community.

The Marketing Director will be responsible for managing budget lines related to marketing and events. For the first year of CPMC operations, the operating budget in the masterplan identifies earned income of \$30,000 from programs and event space rental, and expenditures of \$200,000 for marketing and programming activities.

The Marketing Director, who reports to the Executive Director, plays a critical role in crafting and sharing the Market’s story to ensure targeted audiences are aware of the Market and view it favorably.

The Marketing Director will help implement the West Side Market masterplan and fulfill CPMC’s mission of striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community.

Marketing Director

Cleveland Public Market Corporation

Major Duties and Responsibilities

As a new and small organization, all staff will be expected to exhibit flexibility and willingness to address issues as they arise, helping to ensure that West Side Market has the management needed to drive success. The following list anticipates the major duties and responsibilities for this position:

1. Identifies and targets customers for the Market to meet both its economic and mission goals and designs and implements advertising programs, communications, and social media strategies to reach those audiences.
2. Prepares, implements, and tracks the annual marketing plan and budget.
3. Maintains the Market's website and social media channels, and tracks performance.
4. Communicates marketing activities to merchants, and mentors individual merchants with their own marketing strategies, including customer relationship management (CRM) and social media.
5. Plans and implements the Market's educational programming.
6. In coordination with the Operations Director, identifies, negotiates, and schedules performers.
7. Conceptualizes, plans, and implements public events, such as food festivals or artisan pop-up markets.
8. Supports the Merchant Coordinator in developing outreach campaigns to attract diverse new merchants to the Market.
9. Designs and oversees the installation of holiday and building decorations, in coordination with Operations Director.
10. Supports the organization's diverse fundraising efforts to provide resources for the Market's capital needs and programmatic initiatives.
11. Develops and nurtures positive relationships with businesses, organizations, and residents within the local community, helping to make West Side Market a welcoming place for the neighborhood.
12. Provides input into annual budget creation as it relates to marketing and communications, and takes responsibility for marketing and events income and expenses, identifying areas for efficiencies and cost savings.
13. Oversees preparation of an annual report that highlights the Market's goals and accomplishments.
14. Creates performance metrics related to marketing and communications, and tracks performance.
15. Develops and nurtures positive relationships with Market merchants and the

Marketing Director

Cleveland Public Market Corporation

merchants' association.

16. Assists with the implementation of the West Side Market masterplan as it relates to marketing.
17. Maintains knowledge about best practices in marketing and communications with public markets and other historic facilities.

The Opportunity

The projected first-year accomplishments for the Marketing Director include:

- Create and implement an annual marketing strategy and activities
- Assume management of the Market's website and social media, and keep all channels active and fresh
- Assist at least 15 merchants with their marketing initiatives
- Establish West Side Market and Cleveland Public Market Corporation brand standards
- Create metrics to guide evaluation of marketing and communications
- Develop and implement programming or events that generate a minimum of \$30,000 in revenue

As part of the inaugural team working for the newly formed nonprofit corporation that is taking over management of West Side Market, the Marketing Director will have a unique and exciting opportunity to set the stage for the Market's next chapter and help bring it to its full potential. The Marketing Director will have the opportunity to significantly contribute to the crafting and execution of the vision for West Side Market as its revitalization moves forward.

Compensation

The Marketing Director is expected to earn a salary in the \$75,000 to \$80,000 range. Compensation will be commensurate with the candidate's experience and knowledge. In addition, the candidate will receive CPMC's standard benefits for full time employees, expected to include medical, dental, retirement, and relevant and related work reimbursements, paid holidays, and other paid time off.

Location

CPMC's offices are in West Side Market, 1979 W. 25th Street, Cleveland, OH 44113. This position may include remote work although the candidate must be able to participate in programs and activities within the Market, including events and tours.

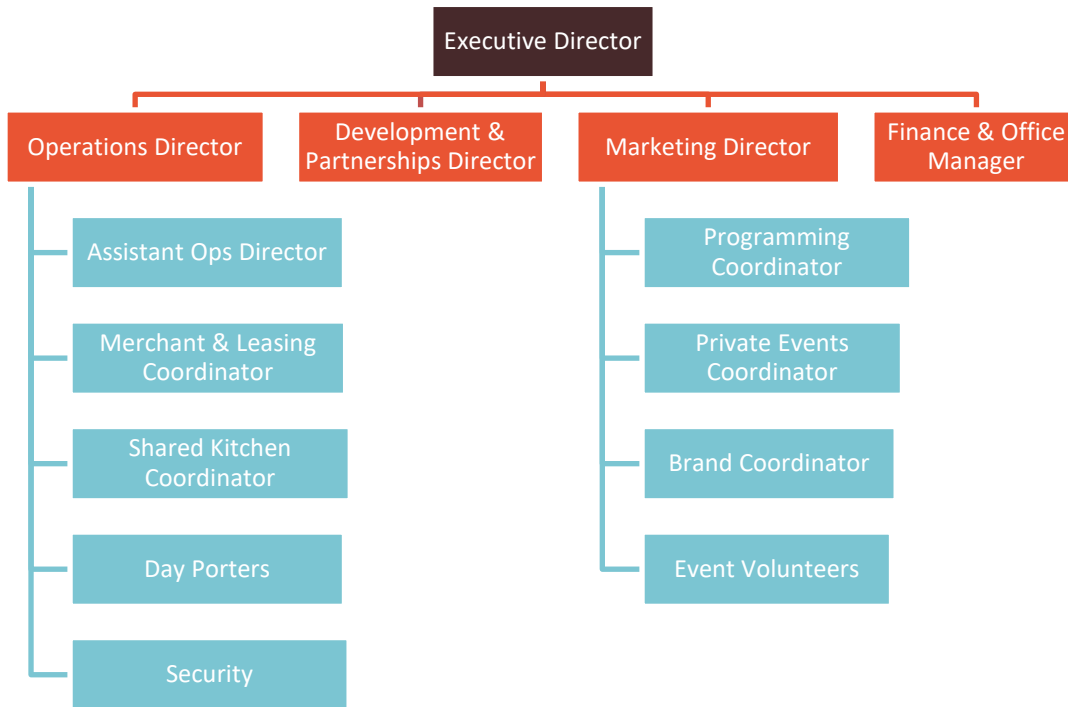
Reporting Relationships

The Marketing Director reports to the Executive Director. The Marketing Director

Marketing Director

Cleveland Public Market Corporation

oversees the work of the marketing team, including a Programming Coordinator, Private Events Coordinator, and Brand Coordinator. Some of these positions will be added as new event spaces are created in the Market and the budget allows. While subject to change, this chart shows these relationships:



The Marketing Director and the Development & Partnerships Director support the work of CPMC’s Community Engagement Committee, which is led by the board’s Vice President of Community Engagement and includes other board members, Market merchants, and outside experts. The Community Engagement Committee, which likely will meet every other month, advises the board on matters involving marketing, communications strategies, partnership cultivation, program development and oversight, events, sponsorships, and fundraising.

The Marketing Director will also help support the marketing-related work of CPMC’s Capital Campaign Committee, which includes board members and prominent community leaders.

The City and CPMC are negotiating a lease and management agreement that defines the responsibilities of each entity for ongoing operations, maintenance, and capital improvements. The Marketing Director will interface with government agencies whose work touches the Market, likely to include communications staff within the Mayor’s Office and Public Works.

The Candidate

Education

A bachelor's or master's degree in a relevant field is valued. However, lived, learned, and previous relevant experience will be given equal consideration.

Professional qualifications

The ideal candidate will have extensive experience with marketing and communications, particularly with food, small businesses, and/or cultural, historic, and other beloved properties. Experience working for a small and young nonprofit organization is useful, as is experience with entrepreneurship support organizations and local foods.

In addition, the ideal candidate will possess the following:

- A minimum of five (5) years' experience in relevant positions, with extensive experience with social media.
- Self-starter with a passion for marketing local foods and maintaining historic structures for the public benefit.
- Experience working and thriving in a diverse urban community.
- Managerial experience and ability to create and adhere to budgets.
- Experience working with nonprofit boards of directors and advisory groups.
- Excellent written and oral communications skills, especially with digital media.
- Knowledge of standard office procedures, practices, and adept use of technology tools.
- Willingness to work some non-traditional hours, including evenings and weekends.

Desired Traits

- **Organized:** Able to manage multiple high-priority tasks simultaneously.
- **Problem Solver:** Demonstrates excellent mediation skills and decision-making abilities; seeks to understand the "why" and the "how".
- **Self-Starter:** Proactively sets goals and develops strategies and schedules for meeting those goals; self-motivating even in the face of challenge.
- **Mission driven:** Authentically able to embrace CPMC's mission, vision, and values.
- **Storyteller:** Able to create compelling narratives for why people should shop at and support West Side Market.
- **Collaborative:** Demonstrates ability to collaborate with community partners, funders, coworkers, small businesses, and a board or oversight committee.

Marketing Director

Cleveland Public Market Corporation

- **Inclusive:** Commitment to creating a diverse and inclusive work environment; demonstrated ability to relate to and work effectively with persons of diverse racial, ethnic, gender, sexual preference or orientation, religious and socioeconomic backgrounds.
- **Interpersonal Skills:** Demonstrates skill in the development and maintenance of effective working relationships with all levels of executive and managerial personnel, merchants, various governmental agencies, and other key stakeholders. Exhibits high levels of diplomacy.
- **Creative:** Finds inventive ways to attract people to West Side Market and develop interesting programs and activities.
- **Strategic:** Understands how to use multiple sources of data to inform strategy.
- **Emotional intelligence:** Copes well with conflict, stress, and crisis situations; uses and manages own emotions in positive ways to drive for success.
- **Integrity:** Possesses the highest ethical and moral standards.

CPMC firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, national origin, or disability.

About CPMC, West Side Market, and Cleveland***CPMC's Core Values***

All management staff are expected to adhere to CPMC's core values:

Diversity – Welcome and serve businesses, residents, and visitors with diverse lived experiences and perspectives.

Opportunity – Create the conditions for thriving, independent, and diverse local businesses that offer good jobs in the community.

Authenticity – Preserve the unique historic characteristics that make West Side Market a cherished institution.

Food access and education – Improve the community's access to and knowledge about high-quality, interesting, creative, affordable, and healthy food.

Sustainability – Center environmental impact in decision-making.

Community engagement – Promote diverse and representative leadership that values input by stakeholders.

Community building – Create spaces and programs that build community connections.

Fiscal responsibility – Make sound financial decisions to achieve self-sufficient

Marketing Director

Cleveland Public Market Corporation

operations.

Professionalism – Operate to the highest standards of integrity, creativity, and competence.

West Side Market

Cleveland's West Side Market is one of the greatest public markets in America and a beloved destination for residents and visitors alike. Located in the vibrant Ohio City neighborhood of Cleveland at the corner of Lorain Avenue and W. 25th Street, West Side Market opened its doors on November 2, 1912.

Serving as both a functional space and architectural marvel, the Market has undergone expansions and renovations throughout its more than 110-year history. Today, the Market Hall, Arcades, and outdoor public spaces comprise more than 85,500 square feet of vendor and gathering areas.

Over 60 dedicated vendors are at the heart of West Side Market, predominately small family businesses with many operating stalls over multiple generations, several dating to 1912. The Market has maintained its focus on fresh meat, produce, and seafood over the decades and offers a diverse selection of baked goods and other specialty foods. The Market is recently experiencing some vacancies, providing the opportunity to expand the product mix and diversify the population of businesses so it better reflects the racial and ethnic composition of the community. The masterplan offers guidance about vendor recruitment and retention, as well as physical upgrades and other capital and operational improvements.

Cleveland and Northeastern Ohio

Cleveland Public Market Corporation and West Side Market are in one of the nation's most exciting metropolitan areas. The Greater Cleveland region includes residents with diverse identities and backgrounds and has maintained a solid economy with a mix of service, healthcare, academic, and manufacturing businesses. A rich arts and culture scene includes galleries, community festivals, restaurants, a world-renown orchestra, art museums and a thriving theatre district. On the shores of Lake Erie, the area is also home to beautiful parks and a myriad of recreational opportunities. Educational organizations include outstanding public and private school systems, community colleges, and several public and private institutions of higher learning. Professional and collegiate athletics include major league football, baseball, basketball, and collegiate Division I, II and III sports programs.

Marketing Director

Cleveland Public Market Corporation

Contact

Interested candidates should send a resume and cover letter to CPMC by contacting Hiring Committee at cpmc@westsidemarket.org