



Marketing Intern

CNP was founded in 1988 as to serve the unique role of a local community development funding and support intermediary for community development corporations (CDCs). In 1991 and 1992, the New Village Corporation (NVC) and Village Capital Corporation (VCC) subsidiaries, respectively, were established to further real estate development and lending in the neighborhoods. CNP is a vital partner to Cleveland's community revitalization efforts. Near the end of 2021, CNP completed a strategic plan that refocused its efforts on the health of CDCs. The new mission is to *foster the equitable revitalization of neighborhoods throughout Cleveland by strengthening the community development ecosystem.*

Purpose

The Marketing Intern will assist in the creation and delivery of marketing and promotional activities of CNP, promoting Cleveland neighborhoods, community development corporations, and other partners who support Cleveland communities. This includes both tactical activities and strategic initiatives to advance the mission of fostering equitable revitalization by strengthening the community development ecosystem. The Marketing Intern works closely with and reports to the Senior Vice President of Advocacy & External Relations.

Key Responsibilities

- Be a close partner to the Senior Vice President of Advocacy & External Relations, and the Vice President of Neighborhood Marketing
- Support day-to-day operations of all CNP marketing efforts including print, online, and social media
- Deliver messaging that reinforces the brand voice for the organization and its subsidiaries
- Support capacity-building exercises and training for CDCs that help them market Cleveland neighborhoods
- Research data from local and national sources to support marketing city-wide programs
- Draft content and provide editing for CNP communications

Preferred Qualifications

- A strong commitment to urban neighborhoods, equity, and inclusion
- Demonstrated proficiency with communications tools such as social media, WordPress, and content marketing systems
- Strong written and verbal communication skills
- Strong interpersonal skills
- Graphic design, photography, or content creation experience
- Ability to work both independently and as part of a team, as required
- Keen to take initiative and proactively seek solutions
- Ability to and interest in learning

Working Conditions

Full time work in hybrid office environment requiring in-person presence and allowing for virtual operations. Requires occasional travel to off-site meetings, seminars or special events.

Hourly compensation of \$15 per hour.

Apply

Please send a cover letter and resume to careers@clevelandnp.org.