



The Rainey Institute is seeking a Marketing & Communications Coordinator in our Development & Communications Department to enhance the organization's external content and support of Greater Cleveland youth through high-quality arts education. Operating from our historic Hough Campus, and our second location at the Pivot Center, this professional will support the development of a vibrant organizational brand and communications strategy. The coordinator will work collaboratively under the direction of the Director of Development & Communications to enhance the department's quality and impact.

This dynamic role focuses on storytelling, digital media management, event planning, and fundraising support.

Position Overview

- **Job Title:** Marketing & Communications Coordinator
- **Position Type:** Part Time (32 hours/week)
- **Location:** Cleveland, OH (Hough Campus & Pivot Center Campus)
- **Reports To:** Director of Development & Communications
- **Compensation:** \$40,000
- **Benefits:** Prorated health, vision, and dental benefits, and retirement support; PTO, paid holidays and off the week of Thanksgiving.
- **Schedule:** 4-day work week (8-hour/day). Days cannot conflict with showcases and production timeframes.

About Rainey Institute

Founded in 1904, the Rainey Institute has been a place where the arts change lives in Cleveland for over 122 years. Our mission is to develop positive growth for Greater Cleveland youth, through education and engagement in the visual and performing arts. Our programs are facilitated through supportive and dynamic out-of-school-time arts experiences that cultivate a nurturing environment where students gain confidence and life skills to achieve long-term success.

Key Responsibilities

Digital Media & Website Management

- **Update content** regularly on the WordPress website.
- **Optimize SEO** to improve local search visibility.
- **Track analytics** using Google Analytics quarterly.
- **Troubleshoot errors** with our external IT vendor.

Social Media & Content Strategy

- **Create content** calendars for Instagram, Facebook, and LinkedIn.
- **Film video** highlights of youth arts classes.
- **Draft stories** featuring students, teaching artists, and alumni.
- **Monitor engagement** and reply to direct messages daily.
- **Publish Content** using Simplified to plan, schedule, and manage postings.
- **Track analytics** to optimize social media strategy and tactics.

Special Events Planning & Support

- **Design assets** for annual fundraisers and student showcases.
- **Coordinate vendors** including event planners (when needed), caterers, printers, and tech teams.
- **Manage logistics** like registration, ticketing, and volunteering.
- **Capture media** during live events for recap posts.

Donor Stewardship & Communications

- **Assist in drafting appeals** for spring and fall fundraising campaigns.
- **Format newsletters** distributed monthly via Constant Contact.
- **Design impact reports** sent annually to major stakeholders.

Qualifications

- **Education:** Bachelor's degree in marketing, Communications, Public Relations, or a related field (or equivalent professional experience).
- **Experience:** 2–4 years of experience managing social media, writing professional content, or coordinating events, preferably in a nonprofit arts environment.

Technical Skills Required

- **Social Media Platforms:** Instagram, Facebook, TikTok, LinkedIn
- **Design & Email Tools:** Canva or Adobe Creative Suite, Constant Contact
- **Web & Data Tools:** WordPress (or similar CMS), Basic Google Analytics, and Simplified
- **Office Software:** Microsoft Office Suite and Google Workspace

PHYSICAL REQUIREMENTS

- Ability to sit/stand for extended periods and work at a computer station.
- Ability to see, read, and interpret documents, both on paper and on a screen.
- Ability to hear and speak clearly to communicate effectively.
- Ability to understand, remember, and follow written and verbal instructions.
- Occasional lifting of lightweight office supplies or materials (up to 10 lbs.).

Core Competencies

- **Excellent storytelling** and copyediting abilities.
- **Cultural competence** and passion for youth, arts, and education.
- **Strong organization** to manage multiple deadlines independently.
- **Flexible schedule** to work occasional evenings and weekends for events.

Benefits

- **Prorated healthcare coverage** available (Medical, dental, and vision insurance).
- **Prorated time off** plus paid holidays.
- **Retirement planning available.**
- **Professional development** support for creative and nonprofit marketing skills.

TRAVEL REQUIRED

- Occasional travel required to meetings, workshops, events, and sites.

How to Apply

Interested candidates should submit a **resume**, a **cover letter** explaining their interest in the Rainey Institute, and **two brief writing or digital design samples** to marketing@raineyinstitute.org with the subject line "Marketing & Communications Coordinator Application."

The deadline to apply is August 22, 2026.