



POSITION TITLE: Communications Specialist

REPORTS TO: Studio West 117 Developers; Eventually reporting to Director of Marketing.

HOURS/WEEK: 40 hrs.

STARTING SALARY (\$): \$30-40,000

ABOUT US:

Founded in 2019, **Studio West 117** is a first-in-the-nation concept for creating an entire LGBTQ+ ecosystem with an emphasis on philanthropy, health and wellness, arts and culture, and entrepreneurship. Spanning over 300,000 square feet of reimagined real estate on the Lakewood/Cleveland border, Studio West is home to an array of LGBTQ-oriented entertainment, sports, and dining venues in addition to LGBTQ+ affirming businesses and social services. The Studio West neighborhood aims to create a walkable community that improves the quality of life for LGBTQ+ residents and visitors while simultaneously cultivating a welcoming and diverse business district.

Built by and for the LGBTQ+ community, Studio West will remain truly inclusive, welcoming, and safe for all members of the LGBTQ+ community and its allies. Artists from the national and international stage will be prominently showcased throughout the space to provide a wider lens on LGBTQ+ entertainment from drag and burlesque to theater, live music and the physical arts.

Studio West 117 is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Studio West 117 prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Studio West 117 conforms to the spirit as well as to the letter of all applicable laws and regulations. Applicants who are queer, trans, non-binary, Black, Indigenous, people of color, disabled, parents, are/have been system-impacted, are immigrants, and anyone who has experienced systemic oppression and/or gender-based violence are encouraged to apply.

For more information on Studio West 117 visit us at studiowest117.com, on Facebook, and Instagram @studiowest117.



JOB OVERVIEW

Studio West 117 is searching for a **Communications Specialist** to help coordinate and enhance digital platforms, website content, online visibility, and brand growth. This position works with key stakeholders and other industry professionals to help raise the profile of the brand and several sub-brands. This person is a content creator, writer/editor, has strong attention to detail skills, and is creative.

RESPONSIBILITIES & DUTIES:

- Creation of engaging content for social media, major electronic communications, and promotional material that adheres to brand guidelines
- Design, implement and maintain a yearly content calendar using an identified social media management tool (Hootsuite, Sprout Social, etc.).
- Event promotion and support, including posting events on social media and the website.
- Event attendance for social media content creation and promotion, including photos and video
- Manage all paid social media campaigns and budget.
- Maintain media database, including contacts and media hits for Studio West 117
- Monitor and respond to social media comments, direct messages, and emails, as appropriate.
- Review and report on analytics from paid and nonpaid social media campaigns.
- Identify and act on opportunities to build brand awareness, drive engagement, and grow our digital community via online channels.
- Stay updated on the latest social media news and industry trends.
- Potential event photography and videography for archival and promotional purposes
- Other duties as assigned.

CORE EXPECTATIONS:

- Collaboration within Studio West 117 as well as with external stakeholders
- Willingness to participate in a culture that welcomes and affirms people of all sizes, races, ethnicities, religions, ability levels, sexual orientations, gender identities, and gender expression or presentation.
- An understanding LGBTQ+ issues and concepts at the local level
- Familiarity with LGBTQ+ culture, including local artists and entertainers
- Willing to be flexible with hours to accommodate for evening and weekend events

DESIRED EXPERIENCE: An ideal candidate would have a minimum of 2-5 years of paid experience in the field of marketing and communications; Experience and familiarity with startups and startup culture preferred

DESIRED SKILLS & QUALIFICATIONS:

- Social media content creation
- Must be extremely organized and independently motivated
- Strong verbal and written communications skills.



- Experience using Sprout Social, Sprinklr, Hootsuite, or similar social media management dashboard.
- Must be a team player while working with little supervision.
- Basic understanding of search engine optimization.
- Basic understanding of Google Analytics, AdWords, and Google Business Profile.
- Willing to learn new systems and software.

IF YOU ARE INTERESTED IN BECOMING A PART OF THE STUDIO WEST 117 TEAM:

Qualified candidates should apply with a cover letter and resume at studiowest117.com/careers. Applicants should also include at least one writing sample and examples of created social media or graphic design content.