



Douglass 18 Marketing and Social Strategy Team Instructor/Lead

The Douglass 18 team is searching for a Marketing and Social Strategy Team Instructor/ Lead to work collaboratively with a group of West Side teens and partners to design and implement a bilingual marketing campaign, primarily utilizing social media to:

- Create awareness of the Douglass 18 project
- Highlight the student designers and their work
- Promote the opening of the Douglass 18 mini golf course in Spring/Summer 2021
- Tell the story of the students, partners, and course
- Educate the public about birds and the role Douglass Park plays in being an “oasis” for birds in the city

About: Douglass 18 is a collaboration between Firehouse Community Arts Center, Open Architecture Chicago, Chicago Park District’s Re:Center Initiative, Lincoln Park Zoo, Haman Cross III, UIC School of Architecture professor, David Brown, and North Lawndale youth. The project is also supported by LL Bean, The Trust for Public Land, Site Design, School of the Art Institute at Homan Square, and Alderman Michael Scott Jr.

History: Over the last 2 years partners worked together to redesign the miniature golf course at Douglass Park with the theme of bird conservation. Teens and young adults from the West Side were employed to learn design, placemaking, and architectural skills along with education and skills related to the environment and conservation. In Summer 2019, student designs were handed off to Site Design, a landscape architecture company and have been professionalized over the course of the last year. Due to COVID-19, the grand opening (original date summer 2020) has been postponed and fabrication delayed. Due to this delay, partners are interested in continuing to build momentum, support, and awareness of the Douglass 18 miniature golf course.

Requirements:

- Experience working collaboratively with teens on youth-led creative projects
- Experience in marketing, documentary practices, and/or community engagement
- Ability to facilitate weekly Zoom meetings on camera (October 2020-July 2021) and when deemed safe and agreed upon, in-person (location TBD)
- Availability to work a minimum of 5 hours per week and a maximum of 10

Additional Desired Skills:

- Lives and/or works in a West Side community (North Lawndale, Little Village, East/West Garfield Park, Austin, etc)
- Ability to work on teams with multiple stakeholder groups
- Appreciation and understanding of art and nature as community assets
- Experience in marketing design and practice rooted in cultural humility
- Experience creating bi-lingual marketing campaigns

Include in proposal:

- Cover letter or introductory email that answers the following questions:
 - Your interest in co-leading this project with the partners (1 sentence)
 - Why is this project (from what you know) important to West Side communities and the city of Chicago? (2-3 sentences)
 - How can digital media/communication help build peaceful and healthy communities? (2-3 sentences)
 - How does this project connect with your current and/or future work? (2-3 sentences)
- Resume or CV
- 3-5 examples of work (example: marketing campaigns, design work, social media campaigns, creative and/or collaborative led projects)
- Hourly rate

Timeline: Please submit all materials via email by **September 9th** to: communityengagement@lpzoo.org

Additional Information:

In collaboration with the partners and team of youth, the instructor will create, plan, and execute the following:

- Framework of how to work with a small group (no more than 8) of young people to build a marketing campaign
- Co-Design “curriculum”/schedule for team meetings
- In collaboration with youth, provide partners with a social media plan from Fall 2020-July 2020
 - Determine which social channels are best (existing Instagram handle: northlawndalecats)
 - Help partners to publish and push out content
 - Plan stakeholder shout outs and share outs (how to involve partners and their social channels, how to connect with social movements and hashtags to benefit partnership and program)
- Create strategy and plan for how to work with business owner, Sheila McNary, on branding and continuity for grand opening
- Create a plan for how to use existing assets (photos, videos) and how to create new assets
- Create schedule of creative process, writing, filming, editing, approvals, etc