MANAGER OF COMMUNICATIONS AND MARKETING

The Manager of Communications and Marketing leads the development, alignment, and implementation of OEA’s strategies in the communication, media, public relations, and marketing areas with the objective of increasing the capacity of the OEA to achieve its mission. This position manages the OEA’s Communications and Marketing staff.

**Essential Functions:**

- Develop, implement, and recommend communication and marketing strategies and policies to include social media, market research, literature, multi-media tools, association relations, advertising, direct mail (hard copy, email), earned media, the OEA website, and development of special event themes and content to enable OEA to maintain and develop communication policies and practices that focus on the delivery of service to members.
- Work with internal and external resources to conceive, develop, schedule, and manage multi-faceted communications and public relations programs delivering targeted messages that generate increased visibility and position OEA to achieve its mission and strategic priorities.
- Supervise the planning and production of major Association publications, the production of OEA membership promotion materials, and the production of special Association publications, electronic and multi-media presentations, and media/public relations services.
- Oversee the content and design of the OEA website, social media outlets and electronic media.
- Ensure that communication and marketing strategies and tactics are aligned with OEA strategic priorities and the image portrayed is consistent among all touch points.
- Build and foster positive and proactive relationships with NEA and other state affiliates, and with the media, members of the community, public affairs offices, and other organizations.
- Build relationships with professional counterparts in other professional organizations, advocacy organizations, and other community organizations through organizational initiatives and jointly-sponsored communication campaigns and programs.
- Identify opportunities to support organizational and inter-departmental initiatives and develop communication materials and programs to promote and publicize these activities.
- Provide on-going strategic and tactical leadership in the development of communications programs.
- Develop methods for assessing effectiveness of internal communication initiatives and programs.
- Investigate and assess external providers of communication services; manages RFP processes.
- Optimize available and emerging communication technology.
- Serve as a member of OEA’s management team and perform such management, supervisory, and administrative functions as may be assigned.
- Directly supervise communications and associate staff to ensure that high-quality services provided to the OEA’s affiliates and members are aligned with and successfully integrated into organizational operations.
- Serve as staff liaison and/or consultant to governance groups, as assigned.
- In collaboration with the appropriate OEA managers, develops and manages an annual budget for Communications and monitor expenditures regularly.
- Perform additional duties, as assigned.

**Qualifications, Knowledge, Skills, and Abilities:**

- BA/BS in communications, marketing, journalism, public relations or related field, master’s degree preferred; five to seven years of experience in the field of communications; management experience desired; association experience desired.
- Knowledge of and ability to lead the design, development and implementation of comprehensive
• Proven ability to use survey and polling data to shape the organizational communication strategy.
• Knowledge of and ability to design, develop and deploy communication data/information feedback systems that add to high performance and achieve the Association’s objectives.
• Knowledge of methodology to evaluate, negotiate, and strategically select media.
• Demonstrated ability to understand advertising principles, brand management and communication operations
• Demonstrated high-level interpersonal and communication (both oral and written) skills and ability to work independently and collaboratively on cross-functional and diverse teams (internal and external) on complex issues.
• Demonstrated effective team-building skills and sensitivity and commitment to a diverse and unionized workplace.
• Ability to use project management tools to manage communication and marketing projects.
• Ability to, in collaboration with the appropriate OEA managers, develop and manage an annual budget for assigned departments and monitor expenditures on a regular basis.
• Ability to effectively engage and manage staff.
• Position requires occasional in-state and out-of-state travel to carry out essential functions.

Physical Requirements:
Ability to maintain physical condition and stamina appropriate to the performance of assigned duties and responsibilities which may include sitting for extended periods of time and operating assigned office equipment, and other duties as assigned. This position is a high-level staff position whose primary duty consists of the performance of office work directly related to the management of OEA, and is not a production position.

Authority/Accountability:
Works under minimal supervision. Reports to the Assistant Executive Director – Member Advocacy. Develops and manages annual operating budget. Authorizes expenditures in the unit. Supervises the daily operation of the staff of the communications and marketing department.

Position Location: OEA – Headquarters office, 225 East Broad Street, Columbus, OH 43215

Please submit notice of application to hr@ohea.org no later than the close of business on April 4, 2022.

Vacancy Date: March 21, 2022

OEA is an Equal Employment Opportunity Employer

Consideration is given to all applicants without regard to age, ancestry, sex, race, color, creed, religion, sexual orientation, gender, gender identification, marital status, national origin, residence, disability, economic status, military status, genetic information; on the basis of pregnancy, childbirth, or related medical conditions; or, degree of association activity.