



Job Title: Ohio Southeast (OhioSE) Director of Marketing & Communication

Location: Nelsonville or Remotely in OhioSE region: [view map](#)

Experience: 5-15 years of highly-relevant experience

Education: Bachelor's Degree in marketing, journalism, communication or other closely related field

Reports To: OhioSE President

Status/Salary: Exempt/salaried - competitive salary dependent on experience and excellent benefits package

Deadline: Applications will be accepted until 08.07.20 or until the position is filled, whichever is later

Organization Overview:

Ohio Southeast Economic Development (OhioSE) is the JobsOhio Network Partner for southern, eastern and southeastern Ohio, providing economic development work and resources in 25 rural counties. OhioSE is the newest and geographically the largest of the six regions across the state. OhioSE partners closely with regional development districts, local economic development offices, state agencies, the JobsOhio and other entities to expand, retain and attract businesses in the counties we serve. Learn more at [OhioSE.com](#).

OhioSE falls under a larger organizational structure within the Appalachian Partnership Inc. (API) family of organizations. API is a private, non-profit organization that fosters enduring, widely-shared prosperity across Appalachian Ohio by building the private-sector business economy. API performs most of its work via two wholly owned subsidiaries, OhioSE and Appalachian Growth Capital, LLC (AGC). While API sees its service territory as the entire 32-county federally designated Appalachian Ohio region, funding restrictions limit certain services to smaller geographic areas. This position is for the OhioSE subsidiary, though from time to time, marketing programs will be implemented for the whole of API.

Position Description:

OhioSE is seeking an experienced, motivated professional to serve in the capacity of Director of Marketing and Communication (DMC). This individual will design, organize and carry out a robust marketing and communication program to build and maintain relationships with business and community leaders, economic development professionals, site selectors, company decision-makers, legislators and other important constituencies. An absolutely critical role for the DMC is maintaining a robust and effective digital marketing program as well as continued public relations work to increase awareness of the organization and its many programs, inside and outside of the region.

The DMC is responsible for all facets of communication and marketing for the organization, including but not limited to website design and development, ongoing website maintenance, public relations efforts, email marketing (newsletters and business development emails), digital advertising, press releases, event planning and coordination, collateral development, photography and videography, coordinated/planned social media marketing and more. A budget is negotiated each year to allow for full implementation of a marketing program and several contractors are currently in place to assist with these services; all contracts are negotiated by the DMC with the approval of the president.

The DMC will directly report to OhioSE's President and must work closely with leaders and staff of its programs as well as with major funders and program partners. Much of the work of the DMC is driven by and accountable to standards, expectations and metrics established by JobsOhio, and the DMC works closely with the JobsOhio Marketing team and sometimes with leaders of the five other regions of the JobsOhio Network (JON). The DMC is a member of the organization's management team and is expected to add value to the development and deployment of strategy.

Principal Duties

- Plan, design, organize and implement a marketing and communication program that supports and advances the strategic priorities and mission of OhioSE
- Develop messages that engage and produce desired outcomes with target audiences
- Develop and maintain a robust and effective digital media program that includes web, social, email marketing, digital advertising and more
- Coordinate regularly with project managers and write press releases for all project wins; coordinate with JobsOhio, companies and counties on release dates
- Plan, orchestrate and hold various events for the organization, including broker's open houses, annual meetings, elected official trainings and others
- Manage contract staff and edit final pieces of collateral, other graphic design, videos, photos and other marketing products
- Coordinate efforts with JobsOhio and its other regional network partners to integrate regional and statewide communication, support sales (attraction/expansion of businesses that create jobs and capital investment) and achieve metric goals
- Leverage marketing and communication budget to meet metrics and maximize desired results
- Participate as a contributing member of management team

Necessary Characteristics

- Outstanding organizational skills
- Ability to organize and manage multiple priorities and to multi-task regularly
- Ability to work well with others as a part of a team. DMC must be able to listen, understand, communicate effectively with, get along with, and cooperate with coworkers and regional partners
- Exceptional written communication skills
- Knowledge of marketing and communications principles, practices and processes
- Experience building integrated stakeholder and customer relationships across multiple social media, e-mail and web applications employing social and online media tools such as Pardot
- Knowledge of and experience with digital marketing and ability to use analytics to improve results
- Strong design experience for digital and print media
- Persistence and good humor in working with widely distributed staff and program partners to extract content necessary to feed a robust and effective marketing program
- Ability to work with and supervise freelance web development, analytics, graphic design, public relations, videographer and other consultants that might fall in the marketing sphere
- Understanding of, respect for and ability to navigate successfully within Appalachian Ohio's ecosystem of communities, businesses, institutions and culture
- Commitment to OhioSE's mission and values
- Self motivated, accountable, and adhering to deadlines.

Necessary Qualifications

- Bachelor's Degree in marketing, journalism, communication or other closely-related field
- 5-15 years of highly relevant experience
- Proficiency with Microsoft Office and Adobe products
- Proficiency with online marketing tools such as Wordpress, Mailchimp, Google Analytics, file sharing systems and all major social media platforms
- Ability to travel within 25-county region as required to meet the demands of the position

- Valid driver's license, reliable automobile and adequate private automobile insurance

Valued but Not Required

- Master's Degree in a related field
- Familiarity with Salesforce, Pardot, InDesign and/or other relevant software
- Background or experience with manufacturing, economic development and/or business finance
- Photography, videography and/or graphic design skills

Method of Response: Please submit a cover letter, resume, writing sample and contact information for at least three relevant professional references to cbrainard@appart.org. Applications will be accepted until 08.07.20 or until the position is filled, whichever is later.

API IS AN EQUAL OPPORTUNITY EMPLOYER