



## Workforce Council of Southwest Ohio

<b>Job Title:</b>	Communications & Marketing Manager	<b>Reports To:</b>	Executive Director
<b>Position Type:</b>	Full-Time	<b>Travel Required:</b>	Occasional local travel
<b>Salary Range</b>	\$90,000 - \$115,000		

### Position Summary

This position leads WCSO's communications and marketing efforts; creates communications and marketing materials; leads media relations efforts; and develops and implements communication strategies for WCSO to ensure that unified, consistent, and positive messages across multiple platforms that promote WCSO's brand identity and mission are delivered.

**Responsibilities** (not all-inclusive) all of the duties listed below are essential functions for which reasonable accommodations will be made. All requirements listed indicate the minimum level knowledge, skills, and/or ability deemed necessary to perform the job proficiently. This job description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Staff may be required to perform other job-related instructions as requested by their supervisor and subject to reasonable accommodations.

### Essential Functions

#### Planning & Strategy

- Works with the Executive Director to set, execute, monitor and evaluate annual communications and marketing goals.
- Develops and implements communications strategies and procedures that represent WCSO's brand identity, and promotes and supports the organization's mission, vision and values.
- Seeks new methods and creative strategies to increase awareness of WCSO's value to the community as well as its services and resources.
- Develops and maintains communications and marketing schedules and deadlines.
- Strategically leads crisis communications planning and efforts as needed, including responding promptly to crisis communication needs in collaboration with WCSO leaders.

#### Content Creation

- Ensures all communications and marketing messages and materials align with equity, diversity, and inclusion best practices.
- Oversees the production of all content for communication channels such as the website, social media accounts, annual report, fact sheets, and newsletters.
- Creates all communications and marketing print and digital materials for the WCSO and provides support to the OMJ Center's marketing efforts, as needed.

#### Media & Partner Relations

- Manages media services which includes: the development and preservation of professional relationships with members of the media; creating storylines; distributing press releases and media alerts; ensuring prompt response to media inquiries; tracking media coverage concerning WCSO; and organizing media training for WCSO leaders.
- Collaborates with communications and marketing staff at partner organizations to maximize impact of PR and marketing efforts.

#### Brand Identity & Management

- Manages the brand identity and ensures all communications and marketing materials are on-brand.
- As needed, creates and documents processes, as well as resources and tools for agency staff to use to ensure consistency and high-quality work.

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<b>Knowledge, Skills and Abilities</b>
<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>▪ Excellent communication, writing and editing skills.</li> <li>▪ Strong knowledge and experience with communication tools such as Office 365 and Teams; content management systems, Constant Contact, Hootsuite, Grammarly, ChatGPT</li> <li>▪ Experience with media relations and obtaining earned media.</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>▪ Experience creating marketing materials with design and marketing software and tools, such as Canva and In-Design.</li> <li>▪ Experience with brand management.</li> </ul> <p><b>Productivity</b></p> <ul style="list-style-type: none"> <li>▪ Ability to work well independently with minimal supervision.</li> <li>▪ Ability to meet deadlines.</li> <li>▪ Exceptional project management skills.</li> <li>▪ Ability to arrive to work reliably, regularly, and on time.</li> </ul> <p><b>Collaboration &amp; Teamwork</b></p> <ul style="list-style-type: none"> <li>▪ Strong collaboration skills and ability to work well in a team.</li> <li>▪ Demonstrates a commitment to diversity, equity and inclusion efforts of all colleagues and customers regardless of age, cultural background, ability, ethnicity, family status, gender identity, immigration status, national origin, race, religion, sexual orientation, socioeconomic status and veteran status.</li> <li>▪ Interacts with members of diverse ethnic and socio-economic communities, staff and management in a respectful and professional manner that reflects the organization’s values.</li> </ul> <p><b>Critical Thinking</b></p> <ul style="list-style-type: none"> <li>▪ Solid analytical, problem-solving, research skills as well as technical, troubleshooting skills for complex applications.</li> <li>▪ Adept at process management; knows how to organize and prioritize activities.</li> <li>▪ Ability to gather and analyze data to inform decision making.</li> </ul>
<b>Working Conditions and Physical Requirements</b>
<ul style="list-style-type: none"> <li>▪ Ability to work in a hybrid work structure, where staff members work both in-office and remotely, depending on the task.</li> <li>▪ Ability to work and on evenings and weekends occasionally, as needed.</li> <li>▪ Is subject to frequent interruptions and transitions.</li> <li>▪ Must be able to move intermittently throughout the work location for the majority of the workday and have the ability to safely, frequently, independently move and handle a minimum of 20 lbs. to a minimum height of 2 feet and a minimum distance of 5 feet.</li> </ul>
<b>Education and Minimum Qualifications</b>
<ul style="list-style-type: none"> <li>▪ Bachelor’s degree in Communications, Marketing, Public Relations, Digital Media, or related field, or equivalent combination of training and experience.</li> <li>▪ At least five years of progressively more responsible communications or related experience in any of the following areas: Communications, Marketing, Public Relations, Digital Media, Content Development.</li> <li>▪ Must possess a valid driver’s license and maintain a driving record that is acceptable to the organization’s insurance provider.</li> </ul>
<b>Preferred Experience and Qualifications</b>
<ul style="list-style-type: none"> <li>▪ Nonprofit, government, or public sector experience.</li> <li>▪ Experience working with the major greater Cincinnati media outlets.</li> <li>▪ Knowledge of federal workforce development legislation, or the commitment to gain the knowledge.</li> </ul>

**How to apply**

Send a resume and cover letter to [admin@cincyworkforce.org](mailto:admin@cincyworkforce.org) and include "Communications & Marketing Manager application" in the subject line. The position is open until filled. For full consideration, apply by June 15, 2024.

*The Workforce Council of Southwest Ohio is an equal opportunity employer. We foster a welcoming and inclusive environment in service to one another and the diverse communities we represent. We do all of this with kindness, empathy, and respect for each other.*