

Position: Director, Communications	
Reports to: Chief Operating and Policy Officer	
Classification: Full-time/Exempt	
Location: Columbus, Ohio	
<i>Background</i>	Groundwork Ohio is the leading early childhood policy, research, and advocacy organization in the state of Ohio. Our mission is to champion early learning and healthy development strategies from the prenatal period to age five, that lay a strong foundation for Ohio kids, families, and communities.
<i>Position overview</i>	<p>The Director of Communications will lead development and execution of Groundwork Ohio’s communications plan and strategy. The Director will also be responsible for managing the organization’s website, social media, digital ad and marketing campaigns, product layout and design, and press/media engagement.</p> <p>The Director will work under the direct supervision of the Chief Operating and Policy Officer (COO) and in close collaboration with the senior leadership team (President & CEO, Chief Strategy and Transformation Officer (CTO), COO), to advance the organization’s mission and policy priorities.</p> <p>This position description details the roles, responsibilities, and qualifications for the Director of Communications.</p>
<i>Leadership</i>	<ul style="list-style-type: none"> • In collaboration with the Leadership team: <ul style="list-style-type: none"> ○ Create, coordinate, implement, and manage an integrated communications plan and strategy for the organization ○ Oversee social media planning, implementation, reach/engagement, impact tracking, and improvement efforts for multiple organization/campaign accounts including Hootsuite, Facebook, Twitter, Instagram, TikTok and LinkedIn ○ Manage the organization’s e-newsletters, blog posts, digital media and marketing campaigns and other communication strategies ○ Oversee the layout and design of the organization’s website, publications, and other content ○ Manage the organization’s press strategy and outreach • Execute on the organization’s strategic communications, including management of external contractors and a communications/print budget • Report on and monitor the organization’s communication activities to ensure alignment with and progress towards achieving the organization’s vision and set objectives • Provide updates to the Board and other key stakeholders on communications work, milestones, and planned activities

	<ul style="list-style-type: none"> • Operate as a leader and steward of the organization including, as needed, serving as an effective speaker for Groundwork Ohio at both Groundwork-led and select external events • Work with the senior leadership team to support Groundwork Ohio's relationship with Ohio Kids First, a 501(c4)
<i>Strategic communication development and execution</i>	<ul style="list-style-type: none"> • Under the direction of the COO, create, maintain, and/or oversee systems and processes to ensure effective and strategic communication of Groundwork's work, including the creation, implementation and tracking of progress on work plans and timelines • Create tools for and engage in consistent and targeted communication with Groundwork Ohio's stakeholders, strategic partners and audiences • Continuously seek new opportunities for expansion and strengthening of communication and marketing campaigns to advance the mission of Groundwork • Write and prepare communication materials including, but not limited to, testimony, press releases, media advisories, blogs, talking points, letters, newsletters and toolkits • Support grant reporting on communications and engagement deliverables
<i>Press and media engagement</i>	<ul style="list-style-type: none"> • Lead and support specific press/media engagement goals, including managing and contributing to strategy development and ensuring execution of tasks/activities • Identify opportunities for press releases, media advisories, op-eds and other relevant press and media communications • Develop, write, review, and disseminate releases, advisories, op-eds, and other media content • Develop and manage relationships with press and media, including print and news, and serve as the organization's point of contact with the press • Support stakeholders in engaging with press by drafting and submitting letters to the editor, op-eds, testimonies, etc. in coordination with the policy team, Center Directors and other key stakeholders • Track media and press communications and engagement
<i>Web, social media and layout/design management</i>	<ul style="list-style-type: none"> • Coordinate with digital designer to maintain and improve Groundwork's website, as well as additional coalition and campaign websites affiliated with Groundwork Ohio • Maintain Groundwork's presence on and increase engagement with social media, including but not limited to, Facebook, Twitter, LinkedIn, TikTok and Instagram • Lead the layout and design, production, maintenance, and dissemination of all external-facing resources and materials, including videos, fact sheets, designed reports, website, presentations, etc. with content support • Develop branded enterprise and Center materials, including presentations, letterhead, newsletters, and other templates

<p><i>Staff management</i></p>	<ul style="list-style-type: none"> • Supervise, coach, and collaborate with the Leadership team to support staff communication activities to ensure individual and team success • Oversee communications staff productivity, including conducting regular staff evaluations • Build a highly inclusive culture ensuring communications staff thrive and organizational goals and outcomes are achieved
<p><i>General qualifications</i></p>	<ul style="list-style-type: none"> • A minimum of five years of leadership experience focused on strategic communications, press/media relations, content writing, layout and design, web management and social media engagement • A minimum of three years of direct supervisory or management experience • Bachelor’s degree in a related area of study; advanced degree is highly preferred
<p><i>General skills and attributes</i></p>	<p>This position requires:</p> <ul style="list-style-type: none"> • Passion for the vision and mission of Groundwork Ohio and the ability to communicate this passion to others • Expertise in and demonstrated commitment to operationalizing diversity, equity and inclusion and cultural and linguistic competency principles and practices • Demonstrated ability to research, write and compile data for planning, evaluation, and reporting purposes • Excellent communication and presentation skills, both written and oral, with the ability to represent the organization externally across a wide range of stakeholders and constituencies • Strong relationship-building and facilitation skills with the ability to find common ground, build consensus, and strengthen collaboration among diverse stakeholders • Strong multi-tasking ability and work ethic • Proficiency in office software, including, but not limited to, MS office, Outlook, Survey Monkey, and virtual meeting and shared drive platforms • Ability to successfully navigate in a fast-paced, outcome-driven, and entrepreneurial environment
<p><i>Other requirements</i></p>	<ul style="list-style-type: none"> • Must have the ability to work both in a traditional office environment and/or from home • May occasionally require the need to travel to facilitate and build relationships with key stakeholders • Requires routine use of standard office equipment such as computers, monitors, phones, printers, and copiers • Requires the ability to be stationary and sedentary for extended periods of time • May occasionally require standing, bending and light lifting (less than 15 pounds)
<p><i>Competitive benefits</i></p>	<ul style="list-style-type: none"> • Collaborate with a team of dedicated, passionate professionals who genuinely care about the organization’s mission, vision, and values • Competitive salary with professional development opportunities

	<ul style="list-style-type: none">• Medical, dental, vision insurance to eligible individuals• Retirement Plan and 401k for eligible employees• Generous vacation and sick leave policies• Salary is commensurate with experience; range is \$75,000 - \$110,000
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