

Position: Communications and Marketing Coordinator	
Reports to: Managing Director, Communications	
Classification: Full-time/Exempt	
Location: Columbus, Ohio	
<i>Background</i>	Everyone at Groundwork Ohio is a CHAMPION FOR CHILDREN. We are a team of dedicated child advocates who use our voice on behalf of young children. Groundwork Ohio is the leading early childhood policy, research, and advocacy organization in the state and 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 Communications and Marketing Coordinator will support the implementation and expansion of our advocacy and communications outreach through the design, activation, and management of a strategic engagement program. Effective advocacy requires connecting people around the state who have a personal and/or professional interest in early childhood policy. The Communications and Marketing Coordinator should acquire and retain key audiences through digital channels, primarily social media platforms, that result in a loyal and active audience passionate about advocacy for young children in Ohio.</p> <p>This role reports to the Managing Director, Communications, and works closely with the team.</p> <p>This position description details the roles, responsibilities, and qualifications for the Communications and Marketing Coordinator.</p>
<i>Leadership Support</i>	<p>In collaboration with the Communications team:</p> <ul style="list-style-type: none"> • Translate the organization’s strategic action plan and communications goals to a digital engagement strategy; • Support implementation of advancement and communications plans in forward-facing channels; • Create content including posts and graphics for social media (including but not limited to Facebook, X/Twitter, Instagram, TikTok, and LinkedIn) in alignment with communications and advancement plans; • Retain and deepen relationships with the current community of supporters and followers through quality engagement; • Expand reach on social channels to acquire new audiences and connect them to the mission and program;

	<ul style="list-style-type: none"> • Support the organization’s events through digital outreach and as-needed tasks; • Analyze data to make strategy recommendations and track performance on social media, leveraging digital platform tools • Support the execution of the organization’s e-newsletters, blog posts, and other communication and engagement strategies; • Moderate online discussions and conversations, ensuring strict adherence to values, code of ethics, and compliance; • Respond to community members (supporters, followers,) when they communicate through digital channels, especially social media conversations, fielding such comments as inquiries, complaints, or issues in a timely and professional manner; • Collaborate closely with communications, advancement, and program peers to optimize all opportunities to connect with and activate audiences;
<i>Advancement Support</i>	<ul style="list-style-type: none"> • Support the organizations’ advancement efforts through database management, execution of campaigns, and digital support. • Provide monthly engagement reports to leadership; • Invest in learning about the database and CRM and provide learning and best practices for team • Continuously seek new opportunities for expansion and strengthening of advancement campaigns to support the mission of Groundwork Ohio • Support grant reporting on communications and engagement deliverables
<i>General qualifications</i>	<ul style="list-style-type: none"> • 4-to-6 years of experience focused on communications, social media engagement, or community management • 2-to-3 years working in areas such as community organizing, advocacy work, political campaigns, outreach, public education, and communications. • Bachelor’s degree in a related area of study
<i>General skills and attributes</i>	<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

	<ul style="list-style-type: none"> • Proficiency in office software, including, but not limited to, Microsoft Office, Outlook, Survey Monkey, and virtual meeting and shared drive platforms • Ability to create graphics and utilize Canva or other graphic design tool • Ability to successfully navigate work in a fast-paced, outcome-driven, and entrepreneurial environment
<i>Other requirements</i>	<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)
<i>Competitive benefits</i>	<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 • 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 \$45,000-75,000.

Send a cover letter and resume to Becca Thomas, bthomas@groundworkohio.org.