

<b>Position:</b>	Managing Director, Communications
<b>Reports to:</b>	President & CEO
<b>Classification:</b>	Full-time / Exempt

### **Position Overview:**

The Managing Director of Communications (MDC) will lead the development, strategy, and execution of Groundwork Ohio's communications outreach, including all printed materials, reports and fact sheets, website and digital assets, media outreach, and high-level communication with stakeholders. The MDC will be responsible for the management of the Groundwork Ohio brand reflected in all materials mentioned above and in any supplemental programming, public outreach, and advocacy efforts. The MDC will be a proven and effective strategist, thought leader, and collaborator focused on ensuring our mission, brand, and voice is reflected appropriately statewide. The MDC will raise the organization's profile in conjunction with all team members through robust and unique external communications.

### **Responsibilities**

*In collaboration with the Leadership Team, the MDC will:*

- Create, coordinate, implement, and manage an integrated communications plan and strategy for the organization and its leadership.
- 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, along with other emerging platforms.
- Oversee the organization's e-newsletters, blog posts, digital media, and marketing campaigns, and other communication tools.
- Oversee the layout and design of the organization's website, publications, and other printed and digital content.
- Manage the organization's press strategy and outreach.
- Execute 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 toward achieving the organization's vision and set objectives.
- Provide updates to the Board and other key stakeholders on communications work, milestones, and planned activities.
- 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.

### *Strategic communication development and execution*

- Under the direction of the President, 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.
- Facilitate and maintain strong and clear communication among all vendors and consultants collaborating on communications activities.
- Continuously seek new opportunities innovation, 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, webinar presentations, and toolkits.
- Support grant reporting on communications and engagement deliverables.

### *Press and media engagement*

- 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.
- Take part in media interviews when relevant and appropriate.
- Develop and manage relationships with the 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.

### *Web, social media, and layout/design management*

- Manage and 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.

### *Staff Management & Operations*

- Supervise direct reports, coach, and collaborate with the leadership team to ensure individual and team success.
- Facilitate a positive and successful working relationship with all relevant vendors assisting communications efforts.
- Support organization-wide employee productivity, building a highly inclusive culture ensuring team members thrive and organizational outcomes are met.
- Devise, plan, and support the execution of staff retreats to increase integration, support organizational goals, and build team orientation.
- Create an environment of teamwork, appreciation, and recognition.

### **Qualifications**

- A minimum of seven years of leadership experience specializing in communications or marketing.
- A minimum of five years of direct supervisory or management experience.
- Bachelor's degree in a related area of study; advanced degree is highly preferred.
- Passion for the mission and purpose of Groundwork Ohio and an ability to communicate this passion to others.
- Demonstrated experience managing a high-performing team to include professional development and mentorship.
- 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, customer relationship management platforms, and virtual meeting and shared drive platforms.
- Ability to successfully navigate in a fast-paced, outcome-driven, and entrepreneurial environment.
- Salary Range \$100,000-\$135,000.

#### *Other requirements*

- 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).

#### **Benefits**

- 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/401k for eligible employees.
- Generous vacation and sick leave policies.

To apply, send a cover letter and resume with the subject line of *Managing Director, Communications Role* to [info@groundworkohio.org](mailto:info@groundworkohio.org).