

<p>Position: Communications Associate</p> <p>Reports to: Managing Director of Communications</p> <p>Classification: Full-time/Exempt</p> <p>Location: Columbus, Ohio</p>	
Background	<p>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.</p>
Position overview	<p>The Communications Associate will support Groundwork Ohio’s communications and advocacy initiatives by coordinating day-to-day activities, managing our customer relationship database (EveryAction), and contributing to content creation, digital outreach, and performance tracking. This role will work within the Communications Team to raise the organization’s profile in conjunction with all team members through robust and unique external communications. This role is ideal for a detail-oriented professional passionate about leveraging communications to drive systemic change for young children.</p> <p>This role reports to the Managing Director of Communications.</p> <p>This position description details the roles, responsibilities, and qualifications for the Communications Associate.</p>
Communications Support	<ul style="list-style-type: none"> • Assist with creating and distributing content for Groundwork Ohio’s digital channels, including social media, email newsletters, targeted emails, blog posts, and website updates. • Draft, edit, and proofread communication materials such as press releases, presentations, and outreach toolkits. • Support execution of digital campaigns to expand Groundwork Ohio’s reach and engagement.
Website Updates	<ul style="list-style-type: none"> • Collaborate with the Communications Team to maintain and update website content, ensuring timely and accurate information. • Optimize website pages for user experience and alignment with organizational goals. • Monitor website performance using tools like Google Analytics, generating reports on traffic, engagement, and user behavior to inform strategic improvements.
Social Media Support	<p>Support the Digital Communications Director to:</p> <ul style="list-style-type: none"> • Actively monitor and manage Groundwork Ohio’s social media channels, including Facebook, Twitter/X, Instagram, LinkedIn, and TikTok. • Respond to comments, messages, and inquiries on social platforms in a timely and professional manner. • Schedule and publish content using HootSuite or other social media management tools. • Track engagement metrics across all platforms, analyze trends, and recommend strategies for improvement.

Tracking and Reporting	<ul style="list-style-type: none"> • Monitor key performance indicators (KPIs) across all communication platforms, including social media, website, email campaigns, blogs, webinars, and EveryAction CRM. • Regularly generate and present performance reports to team leadership, highlighting successes and opportunities for optimization.
Database Management	<ul style="list-style-type: none"> • Manage and maintain the EveryAction database to ensure accurate and up-to-date records of supporters and stakeholders. • Generate reports on database activity and engagement metrics for internal use. • Support email list segmentation, targeted communications, and action alerts for advocacy campaigns.
Event and Campaign Support	<ul style="list-style-type: none"> • Assist with planning, registration, promoting, and executing advocacy and fundraising events. • Create event materials such as invitations, programs, and follow-up communications. • Monitor event-related engagement on digital platforms. • Assist with YouTube management.
Team Collaboration	<ul style="list-style-type: none"> • Work closely with the Managing Director of Communications and Digital Communications Director to ensure consistent messaging across all platforms. • Collaborate with policy team to amplify advocacy efforts.
General qualifications	<ul style="list-style-type: none"> • 1-3 years of experience in communications, digital marketing, or a related field. • Bachelor’s degree in communications, marketing, public relations, or a related area (or equivalent experience). • Strong writing, editing, and storytelling skills. • Proficiency in social media platforms (e.g., Facebook, Twitter/X, LinkedIn, Instagram) and tools like Canva, Hootsuite, or Buffer. • Experience with customer relationship management (CRM) systems. • Familiarity with website management tools such as Wix. • Analytical mindset and experience using tools like Google Analytics, social media insights, and CRM reporting to track and report on performance. • Basic graphic design skills and familiarity with tools such as Canva and InDesign. • Strong organizational and project management skills with attention to detail.
Preferred Skills and Attributes	<p>This position requires:</p> <ul style="list-style-type: none"> • Passion for Groundwork Ohio’s mission to support the healthy development of young children. • Commitment to diversity, equity, and inclusion in communications practices. • 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, InDesign, or other graphic design tool; slide decks in PowerPoint; and successfully leverage social media platforms and scheduling tools. • Proactive, team-oriented, and able to thrive in a fast-paced environment.

	<ul style="list-style-type: none"> Analytical mindset with the ability to track and report on communication metrics.
Other requirements	<ul style="list-style-type: none"> Must have the ability to work both in a traditional office environment and/or from home. Requires intra-state travel to execute events and from time to time, while not required, could include out-of-state travel to national events and conferences 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	<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, and vision insurance. Retirement Plan and 401k for eligible employees. Generous vacation and sick leave policies. Salary is commensurate with experience; range is \$45,000 - \$65,000.

Groundwork Ohio is an equal-opportunity employer committed to diversity, equity, inclusion, and belonging.

To Apply

Interested candidates should send a resume and cover letter to info@groundworkohio.org with the subject line: "Communications Associate Role."