



# Workforce Development Board of Central Ohio

## Position Description

<b>Position Title:</b>	Communications & Events Specialists
<b>Status:</b>	Full-time Exempt
<b>Department Name:</b>	Marketing (Admin)
<b>Supervisor's Title:</b>	Director of Marketing & Outreach
<b>Submission Deadline:</b>	September 26, 2019

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### Primary Purpose and Function

The position will develop communications materials for specific initiatives for the Workforce Development Board of Central Ohio (WDBCO) and OhioMeansJobs Columbus-Franklin County, such as original and solicited content, including message for letters, articles and blog posts. This position will plan, organize, manage and execute events such as seminars, lunches, and hiring events for our Business Solutions team from research, planning, implementation and measurement, as well as supporting WDBCO and OhioMeansJobs Columbus-Franklin County digital campaigns to promote the events and the work of both organizations. Responsible for producing a wide variety of digital content, including social media posts, videos and graphics, to raise awareness of and engagement with WDBCO and OhioMeansJobs Columbus-Franklin County, its programs and initiatives. Develops content in support of campaigns to promote and build engagement with key audiences.

### Essential Functions and Responsibilities

- Completes special projects and performs other related duties and assignments as required.
- Codes marketing expenditures, processes invoices for payment, and tracks against budget.
- Generates content and manages social media channels for both Workforce Development Board of Central Ohio & OhioMeansJobs Columbus-Franklin County.
- Develops creative campaigns and advertising materials in conjunction with the Director of Marketing & Outreach and external vendors.
- Coordinate with Business Solutions Team hiring events, employer events, and other events that educate the community on services offered within the OhioMeansJobs Columbus-Franklin County Job Center.
- Act as a project coordinator to manage event logistical needs, including specifying location, booking rooms, confirming employers and guests, floor plans and set up, presentation and hospitality needs.
- Create and distribute monthly newsletter to the community and Board of Directors.
- Manage the Workforce Development Board of Central Ohio and OhioMeansJobs Columbus-Franklin County websites. Produce content and maintain upkeep for both websites.
- Attend meetings on or offsite as necessary.
- Develop and disseminate reports on hiring events through surveys, and information provided by attendees in order to forecast for future events.
- Working collaboratively, create or revise materials to support distribution of accurate and engaging information.
- Post-event evaluation (including data entry and analysis and producing reports for event stakeholders).
- Other duties as assigned.

### Education

Bachelor's Degree in Marketing, Communications, Business, or related field, or an equivalent combination of education and experience.

## **Qualifications**

Must have 3-5 years professional Communications or events experience. Must have excellent communication skills, both written and oral. Working knowledge of conference programming best practices. Must have experience generating reports using Microsoft Office Suite, Customer Relationship Management (CRM) software (i.e., Salesforce), and data analytics. Must have organizational, problem-solving, and critical thinking skills; strong process orientation, with the ability to exercise independent judgement. Ability to think strategically and creatively while planning, implementing, and troubleshooting all aspects of events. Proven track record of executing marketing strategy and tactics of both print and electronic forms, including, but not limited to press releases, social media, websites and various print media. Experience with electronic communication and marketing campaigns, (e.g. social media, website, and email). Proficient in Adobe Creative Suite applications, including InDesign and Illustrator. Must have proven experience copywriting, editing and social media management. developing collaborative partnerships with business leaders at all levels within an organization (including C-Suite). Must be flexible and able to multi-task in a fast-paced, high-demand and changing environment. Must have proven experience in project management. Must be able to work with individuals from different cultures and diverse backgrounds. Local travel required.

## **Desired Qualifications**

Marketing experience in an institutional or nonprofit environment. Experience in photography and or videography. Experience with website content management systems. Special event coverage preferred.

## **Special Requirements**

Must have a valid driver's license and dependable transportation

## **How to Apply:**

Please send your resume and cover letter by **Thursday, September 26, 2019** to Currecia Gamble, Director of Outreach & Marketing at [resume@wdbco.org](mailto:resume@wdbco.org) please include in the subject line 'Communications & Events Specialists'.

## **Please no phone calls**