

Prevention Action Alliance

Lifetime Prevention | Lifetime Wellness

Job Description

Job Title: Marketing and Communications Officer

Reports To: Executive Director

FLSA Status: Exempt

Summary: Develops and implements a comprehensive communication and marketing plan for the agency by performing the following duties.

Duties and Responsibilities include the following. Other duties may be assigned.

1. Assist in planning, coordinating, and executing marketing programs to support the agency's objectives. *
2. Assist with the design and development of marketing and communications materials. *
3. Liaise and correspond with outside vendors and suppliers. *
4. Develop and implement marketing and brand management strategies to support organizational goals. *
5. Responsible for digital media management including web and social media sites. *
6. Conduct market research, collect and analyze sales data to prepare marketing reports, and track, coordinate, and assemble data to measure outcomes of marketing programs.*
7. Coordinate key performance indicators for all communications channels and report successes. *
8. Liaise with community, public and media relations contacts. *
9. Represent the organization at events and press conferences. *
10. Manage traditional and electronic media. *
11. Manage publication timetable; ensure branding and accuracy of all agency publications. *
12. Lead agency-wide prevention campaigns. *
13. Support audio/visual needs of agency to include, but not limited to photography, video creation and editing, and podcast development. *
14. Maintain records of all agency communication related licenses, website domains, etc. as well as maintain archive of marketing materials. *

15. Support the Matthew B. Schoonover Educational Center with the development of resources used in the delivery of instructional and/or interactive programs and courses. *
16. Oversee organizational loyalty and rewards programs. *
17. Perform other duties as assigned. *

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Word, Microsoft Excel, Adobe Suite, WordPress, and mass email software.

Education/Experience:

Bachelor's degree from four-year college or university; and two to four years related experience and/or training; or equivalent combination of education and experience.

Specialized Training:

Communications and/or marketing degree preferred. Ohio Certified Prevention Specialist Assistant (OCPA) certification required or ability to obtain within the first year of employment.

Knowledge, Skills and Other Abilities:

- Ability to work independently in a team environment.
- Excellent oral and written communication skills.
- Knowledge of marketing principles, tools, and techniques.
- Proficient in social media marketing.
- Excellent problem-solving skills.

- Good leadership skills

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands, and talk or hear. The employee must occasionally lift and/or move up to 30 pounds.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.