



MARKETING AND COMMUNICATIONS SPECIALIST

Association Overview

The Ohio Association of Broadcasters (OAB) is the trade association for over-the-air radio and television stations in Ohio. With more than 90% of stations in our membership, we provide advocacy, compliance and training resources to support our members in their service to local communities.

Overview of Position

Reporting to the Director of Marketing & Communications, the Marketing and Communications Specialist is responsible for planning and executing effective marketing and communication strategies, assisting with marketing campaigns, event planning and social media management.

This position requires a strong customer focus (with both internal and external customers), attention to detail, reliability and a commitment to continuous improvement.

Key Responsibilities

Communications

- Execute communication strategies in accordance with association standards and goals.
- Coordinate the management of printed guides and association reports to the OAB membership.
- Maintain a catalog of communication content.
- Ensure consistent branding is applied to member communications.
- Execute a social media plan for OAB.

Marketing

- Assist in development of association marketing strategies.
- Implement and execute marketing campaigns for all association programs, services and events.
- Coordinate and copywrite marketing and informational materials for OAB programs and services to targeted audiences.
- Monitor and maintain all website content to ensure that all information is up to date.

Member Programs & Events

- Manage and support administration of member programs, which may include coordinating with participating stations, outside partners, interacting with members and processing appropriate paperwork.
- Support planning and execution of in-person and virtual events, meetings, and workshops.
- Serve as primary coordinator for association's membership database, maintaining member records and data validation processes.
- Manage vendor and contractor relationships through collaboration and effective project management.
- Additional duties as assigned.

Candidate Desired Qualifications

- Bachelor's Degree, or equivalent years of experience.
- Minimum of two (2) year's work experience, preferably in marketing communications.
- Previous experience with an association or non-profit preferred.
- Excellent writing, editing and communication skills.
- Effective verbal communication and interpersonal skills.
- Working knowledge of: WordPress, Adobe Creative Suite, and project management.
- Advanced knowledge and use of MS Office Suite (including Word and Excel proficiency).
- Experience with HTML, Analytics, Web technology, SEO desired.
- Strong attention to detail and accuracy.
- Well organized and self-motivated.
- Ability to multi-task and work effectively under deadline.

The OAB is an equal opportunity employer. We offer salary commensurate with experience and excellent benefits.

Please send resume with cover letter by email to jobs@oab.org.