



JOB DESCRIPTION

TITLE: Manager, Marketing and Communications

REPORTS TO: Director, Marketing and Communications

POSITION SUMMARY: This position will support the strategic priorities of the council by developing and executing communications strategies and tactics. This will be accomplished by creating, writing, and editing content, including printed publications, website, social media, social media planning and communications.

ACCOUNTABILITIES:

Create, maintain and grow presence across social media platforms including, but not limited to Facebook, Twitter, Pinterest, Instagram, LinkedIn, and YouTube. Keep informed on current trends and ensure all content created is optimized for channel and audience.

Leverage social media insights and analytic tools such as Sprout Social to provide reports and develop ways to improve metrics through testing and new initiatives.

Write content for news releases, media relations, story pitches, executive bios, newsletter content, and council publications as assigned.

Coordinate with subject matter experts to script council-wide events.

Plan Social Media Calendar, develop social media strategy and cadence for publication. Participate in all content development for council website, blog, email and printed publications.

Oversee content and engagement for girl members and volunteers through workshops, scheduling activities/ content submissions, and managing the annual application process.

Participate in development of annual council communications and strategic campaigns that drive program participation, revenue, or recruitment objectives.

Participate in development of marketing toolkits and trainings for internal staff and volunteers.

Copy edit, proofread, and revise communications per Chicago Style.

Other duties as assigned.



POSITION REQUIREMENTS:

BA or BS with focus on Marketing: Advertising/Digital Marketing/Communications or equivalent. Demonstrated ability or relevant experience required.

Two - three years of direct work experience in marketing and communications.

Proficient in Microsoft Office, social media platforms, email marketing applications, CMS, WordPress, Asana or similar desired.

Experience leveraging website and social media analytics tools, including but not limited to Sprout Social and Google Analytics.

Demonstrated experience with writing and story-telling skills. Strong editing and proofreading skills. Applied knowledge of Chicago Style writing.

Strong organizational skills and ability to complete multiple, concurrent projects while meeting deadlines and delivering high-quality results.

Energetic self-starter able to make independent decisions in a fast-paced, changing environment.

Ability to represent GSOH effectively to key internal and external audiences, including staff, board members, girl members, volunteer, donors, program partners, community supporters, and the Girl Scouts of the USA.

Ability to work flexible schedule as needed, including some evenings and weekends. Ability to work outdoors in varying weather conditions.

Access to personal transportation on a regular basis for business travel, valid driver's license and proof of insurance.

Support GSOH Council events and key priorities as needed, including occasional nights and weekends.

JOB CLASSIFICATION: Salary Exempt

The Girl Scouts of Ohio's Heartland Council, Inc. is an equal opportunity/affirmative action employer. The Council will employ qualified individuals to fill job vacancies based on their experience, ability and aptitude.