



DIRECTOR OF MARKETING AND COMMUNICATIONS

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

The Director of Marketing & Communications is responsible for developing and executing marketing and communications with OAB membership and other external audiences and overseeing member programs and operations. This position works in partnership with the President to provide leadership and direction for all aspects of the OAB. This position reports to the President and is responsible for supervising other OAB staff.

In addition to practical skills and experience, this position requires a strong customer focus (with both internal and external customers), teambuilding skills, reliability, integrity and a commitment to continuous improvement.

Key Responsibilities

Marketing & Communications

- Evaluate current communications vehicles and develop strategies that allow us to deliver valuable, targeted, and specific information to our members in the appropriate format.
- Develop and execute marketing strategies to promote all association and foundation events, programs, and services to members.
- Oversee refresh of and ongoing management of OAB website.
- Develop and direct the implementation of a social media strategy for OAB.
- Develop and direct branding and outreach strategies to external audiences.

Member Programs

- Oversee the development, implementation and evaluation of member programs.
- Develop and execute strategies to increase sponsorship support for OAB events and programs.
- Oversee PEP/NCSA program administration, including developing strategies and provide guidance for ongoing communication with station staff.

Operations

- Oversee transition of membership database and ongoing maintenance, ensuring continuous improvement and effectiveness.
- Participate in the development of association's budget.
- Oversee office operations.
- Foster a culture of cooperation, teamwork, and respect with a focus on high performance.

Candidate Desired Qualifications

- Bachelor's degree required.
- Previous marketing and/or communication experience required.
- Previous experience with an association or non-profit preferred.
- Previous experience in radio or television preferred.
- Excellent verbal, written communication and interpersonal skills.
- Advanced knowledge and use of MS Office 365 with particular emphasis on Word, Excel, PowerPoint and Access.
- Knowledge and experience with Adobe Creative Suite and WordPress.
- Strong attention to detail and accuracy.
- Well organized and self-motivated.
- Ability multi-task and work effectively under deadline.
- Ability to maintain a high level of confidentiality.

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.