

Job Description



**Professional Independent Agents
Association of Ohio, Inc.**

Job Title:	Content Marketing Coordinator
FLSA Status:	Exempt
Department:	Communications
Reports to:	Communications Manager

Position Mission: To develop and distribute thought-provoking content that serves a dual purpose: assist members to better serve clients and increase engagement with the Association and its products and services. Serve as a staff content coordinator for PIAA communications. Seek and research topics for news and editorial content, find and interview sources, and write for publications. Source content, write, review and edit, for website and special publications; may also prepare agendas and business correspondence. Perform newsletter layout and production tasks, prepare print materials for distribution/mail and send electronic publications and promotions using email marketing software. Assist with setting annual editorial calendar and coordinate production process. Serve as a liaison between marketing, management, sales and design.

Education, Experience and Must Haves: BA/BS degree in journalism, marketing, communications or related field strongly desired. Must have excellent communications skills and project-management skills. Must be results-driven, proactive and able to work autonomously. Ability to interview, research and converse with sources in order to learn, understand and write about various topics. An understanding of publication printing processes is strongly preferred. Ability to work in a fast-paced environment and adapt well to change. Ability to work with a wide variety of stakeholders. Excellent prioritization skills. 2-5 years work experience in a corporation, non-profit or for-profit organization.

Required Certificates, Licenses & Registrations: None

Mission-Critical Essential Duties and Responsibilities:

- Serve as a content coordinator for PIAA communications, including publications, website, marketing materials, social media and other miscellaneous.
- Partner with subject-matter experts to create content that enhances member effectiveness.
- Review editorial needs for upcoming publications (prepare and discuss topics/plans to meet editorial needs).
- Ensure that all content is on-brand, consistent in terms of style, quality and messaging, and optimized for user experience.
- Execute email campaigns; analyze and track results.
- Build and maintain social media presence; Facebook, LinkedIn, Twitter, investigate new channels, etc.
- Use project-management experience to manage short-term and long-term communications projects across multiple departments.
- Prepare and send electronic member communication using email marketing programs.
- Review, write and update website content as needed (Zoom CMS, other CMS).
- Format basic layout of newsletters and brochures (using templates and creating new documents using Adobe Creative Suite programs).
- Research, interview or find news sources.
- Edit, review, and redraft copy.
- Review editorial needs for upcoming publications (prepare and discuss topics/plans to meet editorial needs).
- Prepare agendas and other business documents.
- Perform any other related duties as required or assigned.

Other Skills and Qualifications:

- Comfortable reading and making minor adjustments to HTML & CSS.
- Familiarity with Adobe Creative Suite Programs.
- Experience with CRM systems.
- Basic understanding of Google Analytics.
- Strong proficiency in Excel.
- Experience creating presentations in PowerPoint.

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- Excellent project-management skills.
- Hawk-eyed attention to detail.
- Ability to effectively communicate information and respond to questions in person-to-person and small group situations with customers, clients, general public and other employees of the organization.
- Proven ability to multi-task and solve problems independently and collaboratively.
- Ability to add, subtract, multiply and divide numbers.
- Ability to perform these mathematical skills using money and other forms of measurement.
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

Core Values and Conduct: Every member of PIAA expects our staff to embrace and act in good faith to demonstrate: integrity, collaboration, innovation, and commitment. We expect of ourselves and our coworkers to contribute to our critical cultural outcomes by acknowledging them and working toward them every day:

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| • Commitment to overall goals of the organization | • Accountability |
| • Shared purpose | • Honest, direct, respectful communication |
| • High-trust environment | • Consistency of management |

Physical Activities and Environment: The following physical activities described are representation 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 and expectations.

While performing the functions of this job, the employee is continuously required to talk or hear; frequently required to sit; and occasionally required to stand, walk, use hands to finger, handle or feel, reach with hands or arms. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate.