

Affiliated Construction Trades (ACT) Ohio seeks a full-time Communications specialist for its Columbus, Ohio office. ACT Ohio is a 501(c)(5) organization created to encourage economic and industrial development opportunities, and to facilitate utilization of industry-best practices for Ohio's public and private sector construction industries.

This position will be responsible for developing and executing primary communications and marketing efforts for the organization. This includes internal communications network with affiliates as well as external communications to enhance the construction industry. This position is responsible for developing communications goals for ACT Ohio and creating and sustaining relationships through partnerships, events, promotions and valued content.

### **Essential Duties and Responsibilities**

In addition to the following essential duties and responsibilities, all ACT Ohio employees will on occasion be asked to perform other duties as assigned.

### **Overall Communications Strategy**

- Develops and executes an annual communications and marketing strategy and goals for the organization.
- Work with the Executive Director, Secretary-Treasurer, and Executive Board leadership to execute communications plan.
- Develops and maintains relationships with outside organization to promote ACT Ohio and its affiliates' programs.

### **Event Planning**

- Assists with event planning and staffing for ACT Ohio events, such as conferences, trade shows, special events, and the annual golf outing.
- Statewide travel will be required for the staffing of some events.

### **Communications and Marketing**

- Strong writing skills for various mediums—print, online, social, video and scripts and speeches.
- Maintains actohio.org content and promotion
- Manages ACT Ohio social media platforms
- Authors press releases for statewide distribution
- Develops content/articles for *ACT Ohio Quarterly* newsletter and the ACT Ohio blog.
- Creates articles, letters, communications, brochures to help promote ACT Ohio and its affiliates.
- Develops member communications to keep membership informed of legislative, legal, political, and other issues affecting the construction industry.

- Serves as brand oversight in all communications materials (PowerPoint, letters, brochures, etc.) to ensure that correct ACT Ohio branding standards are followed. Must have significant experience working with creative platforms (Adobe, Microsoft, etc.) to provide professional communications materials.
- Present information on Ohio's Building Trades to various audiences, including students, military personnel, and at various conferences and trade shows.

## **Outreach**

- This position serves as the point person statewide for coordinating apprenticeship recruitment efforts of various Building Trades training programs.
- In this role, the individual will be expected to work with a diverse set of organizations to help promote apprenticeship programs across the state of Ohio.
- Must be comfortable presenting to both small and large audiences.

## **Qualifications**

- 3-5 years communications experience
- Superior written and oral communication skills
- Strong interpersonal skills and the ability to work cooperatively with a diverse set of individuals and organizations
- Ability to manage multiple project details simultaneously
- Self-starter; ability to work independently to build communications and marketing division
- Occasional statewide travel is expected
- Labor/construction industry background strongly preferred
- Should have experience with working with outside vendors
- Past demonstrated experience developing paid media and social media strategy plans is a plus

## **Salary & Benefits:**

- Salary is commensurate with experience (cover letter should include salary expectations)
- Benefits package includes medical, dental, vision, employer paid annuity and employer matched 401K
- This position is represented by a staff bargaining unit
- Generous holiday and leave policy

## **To Apply:**

E-mail a cover letter (with salary expectations), detailed resume, communications writing sample, and three professional references. (please do not exceed 5 pages writing sample)

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