

Prevention Action Alliance

Lifetime Prevention | Lifetime Wellness

Job Description

Job Title: Communications and Training Manager

Reports To: Deputy Executive Director

FLSA Status: Exempt

Summary: Serves as a member of the Prevention Action Alliance management team; Develops and implements a comprehensive communication and marketing plan for the agency and helps develop the Matthew B. Schoonover Educational Center (MBSEC) at Prevention Action Alliance by performing the following duties.

Duties and Responsibilities include the following.

Agency Communications:

1. Oversee agency communications efforts including media relations, social media, and web development. *
2. Liaise and correspond with outside vendors and suppliers. *
3. Coordinate key performance indicators for communications and training efforts and report successes. *
4. Oversee community, public, and media relations activities. *
5. Prepare, assist, and conduct agency annual campaigns, reports, and presentations. *
6. Manage publication timetable; ensure branding and accuracy of all agency publications. *
7. Support audio/visual needs of agency to include, but not limited to, photography and videography, and podcast development. *
8. Represent the organization at events and press conferences.*

Program and Agency Marketing:

9. Assist in planning, coordinating, and executing agency branding and marketing programs to support the agency's objectives.*
10. Conduct market research, collect, and analyze data to prepare marketing reports as well as track, coordinate, and assemble data to measure outcomes of programs. *

11. Coordinate key performance indicators for communications and training efforts and report successes. *

12. Develop and coordinate the creation of print and electronic marketing materials. *

Mathew B. Schoonover Educational Center (MBSEC):

13. Administer agency trainers' bureau, fee-for-service educational opportunities, and learning management system. *

14. Coordinate/manage the MBSEC Advisory Council. *

15. Manage the growth and development of the Matthew B. Schoonover Educational Center (MBSEC) at Prevention Action Alliance including trainings, events, and special projects.*

16. Manage training evaluations and prepare reports for funders, stakeholders, and agency leadership. *

17. Perform other duties as assigned.*

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Word, Microsoft Excel, Adobe Suite, WordPress, and mass email software.

Education/Experience:

Bachelor's degree in communications, marketing, or related field from four-year college or university; and two to four years related experience and/or training; or equivalent combination of education and experience.

Specialized Training:

Certified event planner preferred. Ohio Certified Prevention Specialist (OCPS) certification required or ability to obtain within the first year of employment

Knowledge, Skills and Other Abilities:

- Ability to work independently in a team environment
- Excellent oral and written communication skills
- Knowledge of marketing principles, tools, and techniques
- Proficient in social media marketing
- Excellent problem solving skills
- Good Leadership skills
- Strong organizational skills

Physical Demands:

The physical demands described here are representative 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.

While performing the duties of this job, the employee is regularly required to sit, use hands, and talk or hear. The employee must occasionally lift and/or move up to 30 pounds.

Work Conditions and Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

The final applicant selected for this position will be required to pass a drug screen and federal background check. Typical work hours are Monday through Friday, 8am to 5pm with a one-hour unpaid lunch. Employees may negotiate a hybrid in-home/in-office schedule.

Salary Range: \$50,000 - \$65,000 annually

Application Deadline: Until filled

Contact: Interested parties should contact Sondra Mellott, Human Resources Officer at smellott@preventionalliance.org