



CONTENT STRATEGIST & DIGITAL MEDIA ASSOCIATE

Summary

Innovation Ohio seeks a Content Strategist and Digital Media Associate to support the organization's policy communications programs. This is a full time position based in Ohio. This position will report to the Digital Organizing Director.

Responsibilities will include:

- Create content for various streams of communication and social media platforms
- Supporting implementation of long- and short-term communications campaigns driven by research through content development and distribution by using digital and traditional communications channels
- Assist with the development and refinement of our multi-channel social media strategy
- Support and amplify a statewide narrative campaign and working group of communications practitioners from a broad set of progressive organizations.
- Stay up to date with latest social media best practices, technologies and tools
- Create appealing copy and graphic designs to ensure the effective delivery of content
- Collaborate with external partners to execute programming initiatives
- Assisting the Senior Communications Strategist and leadership team as needed to manage social media channels, produce and distribute content via IO's website and email lists
- Assisting with drafting and implementing the daily/weekly communications calendar
- Producing digital content (such as graphics, gifs, video clips)
- Drafting content for IO's website, social media platforms, and presentations to partners
- Attend professional development trainings and meetings that occur during non-program hours, as required
- Perform other related duties as requested

Qualifications

- Excellent writing and analytical skills, experience in digital & traditional communications
- Creativity and a desire to learn and implement ever-evolving communications tactics
- Strong social media presence including but not limited to: facebook, instagram, twitter, threads, snapchat, reddit, tiktok, etc. Able to work with and support a diverse group of progressive partner organizations
- Ability to work independently and juggle multiple projects and meet set deadlines.
- Basic understanding of popular social media content
- A passion for progressive causes and commitment to racial and economic justice
- Experience with graphic design, video production, or website design is a plus.
- Knowledge of social media reporting and analytics

To Apply: Interested candidates, please apply with the following information to Kayla Lewis, Chief of Staff at lewis@innovationohio.org with the subject line “Content and Social Media Associate”:

- **Resume**
- **Cover Letter**
- **One short writing sample**

Staff meetings in Columbus may be required on occasion. *Proof of COVID-19 vaccination (including eligible boosters) is required unless a medical or religious accommodation is granted.

Applications will be considered on a rolling basis until the position is filled. The salary for this position ranges from \$45,000-\$55,000 per year commensurate with experience.

Innovation Ohio is an equal opportunity employer. This application will not be used for limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law, including race, color, age, religion, sex, sexual orientation, gender identity or expression, marital or parental status, creed, national origin, physical or mental disability, personal appearance, family responsibilities, genetic information, matriculation, political affiliation, arrest record, conviction record, ancestry, military service, or veteran status, or any other classification protected by applicable local, state, or federal laws or ordinances.