

Communications Manager

Association of Independent Colleges & Universities of Ohio (AICUO) in Columbus, Ohio

AICUO is seeking a candidate to fill the Communications Manager position. The manager will provide communications assistance to the association under the Executive Vice President of Operations and Government Relations. This is an office-based position.

Duties and Responsibilities

Communications:

Public relations, content creation, social media, brand management

Responsible for the following:

- Manage AICUO brand communication
- Oversee internal and external communications, including but not limited to: Email campaigns; Graph of the Week; daily news clips; event marketing materials; and weekly newsletters
- Design and research data visualizations for the Graph of the Week series and government relations efforts through a data visualization tool
- Arrange and attend interviews with local and state media
- Manage association website through Squarespace
- Produce the *AICUO Counselor's Guide*: data collection, reviewing text and data, mailing and distribution at OACAC Articulation sessions
- Design and research data visualizations for the Graph of the Week series and government relations efforts
- Manage content and management of AICUO's social media platforms
- Liaise with affinity groups for public information officers, admissions, enrollment, and institutional researchers; aid in educational programs and group meetings
- Collaborate and assist with AICUO events

Required Skills and Qualifications

- Excellent written and verbal communication skills
- Proficient with grammar styles and editing capabilities
- Ability to learn new software and improve existing social media management processes
- Ability to deal with complexity, nuance, ambiguity
- Ability to prioritize tasks, balance multiple responsibilities, and meet deadlines
- Ability to be responsive at all times, especially during the busy legislative cycle
- Ability to work independently with minimal supervision
- Detail oriented
- Proficient skills with e-mail communications and Microsoft Office applications, preferably in a Mac environment
- Dependable, punctual, and a team player
- Capacity to interface with senior-level business and higher education professionals

Preferred Education/Experience Qualifications

- Experience with all social media platforms
- Experience with Adobe Illustrator and InDesign
- Experience with website management
- Experience with IPEDS
- Experience with survey software (e.g., Qualtrics, SurveyMonkey, etc.)
- Prior experience working in a higher education environment
- A strong understanding of the history and purpose of nonprofit associations
- A working knowledge of Ohio's legislative process

Minimum Educational Experience Qualifications

- Bachelor's degree or equivalent

Compensation

- \$50,000 to \$65,000 annually, depending upon experience

Ideally, this position will begin on January 8, 2023.

To apply, please send a resume and cover letter to Employment@aicuo.edu by close of business Wednesday, November 22.