



PUBLIC RELATIONS & EVENTS COORDINATOR

The OTA Public Relations & Events Coordinator assists in implementing the OTA communications strategy in collaboration with the Director of Communications and executing OTA events in collaboration with the Director of Education & Events. In a supporting role for these two positions, this role consists primarily of working with OTA members and affiliates, producing publications, planning, and attending events, and maintaining a presence for the OTA in social media and on its website. The OTA Public Relations & Events Coordinator will work with the Executive Director and other staff as appropriate in carrying out the following duties:

Social Media

- Manage all OTA social media accounts, in coordination with the OTA Director of Communications.
 - Create content based on matters of interest to townships officials, residents, and other interested parties.
- Utilize social media analytics tools to boost OTA event attendance, make the most of OTA website content, and more.

Publications

- *Grassroots Clippings* newsletter
 - Create the monthly newsletter with the assistance of the Director of Communications.
 - Serve as primary designer, content creator, and text editor for the newsletter.
 - Solicit from other OTA staff or personally write content for the newsletter.
- *Ohio Township News* magazine
 - Write guest articles and OTA content as agreed upon by the Executive Director and the Director of Communications.
 - Manage all aspects of magazine advertising.
 - Track and compile ongoing magazine advertisers, including contracts
 - Build and maintain relationships with advertisers, including design firms used by advertisers
- Assist the Director of Communications in designing, editing, and formatting other OTA publications.

Website

- Responsible for OTA website upkeep including an online advertising program, library of documents for townships, online member connections, and other relevant materials.
- Maintain overall website content and design and edit/supervise all website content created by other OTA staff.
- Monitor and analyze website structure, making changes to static pages and menus as appropriate; sustain knowledge and understanding of basic website set-up, design, page linking, and file maintenance.
- Monitor SEO for new and existing website content/pages.

Events

- Winter Conference
 - Assist the Director of Communications in designing, editing, and formatting as needed for conference related materials.
 - Create and manage the OTA Conference App.
 - Create, manage, and execute sponsorship agreements.
 - Assist the Education and Events Director with the planning and execution of the Trade Show including:
 - Correspondence with vendors
 - Serve as onsite coordinator
- Assist the Director of Education and Events with additional planning and event execution, as needed.



Miscellaneous Responsibilities

- In coordination with OTA staff, develop and execute OTA email marketing plans for various OTA events.
- Maintain email distribution lists for members and outside vendors.
- Attend and assist in preparing for board meetings, as needed.
- Always promote the organization in a positive and professional manner.
- Perform additional responsibilities as directed.

Qualifications for this position:

- Bachelor's degree preferred
- 1-3 years of previous event or public relations experience, preferred
- Excellent writing, editing, and proofreading skills
- Proficiency in project management and ability to drive projects to completion
- Strong organizational and time management skills
- Ability to balance working independently and in a collaborative environment
- Customer service oriented with a professional and positive attitude
- Prior experience with Adobe Creative Cloud, Constant Contact, and database programs a plus
- Ability to build and maintain professional relationships with members and vendors
- Highly resourceful team player that demonstrates ability to think innovatively and achieve high-performance goals and meet deadlines in a fast-paced environment
- Proven experience working in a professional office environment

Essential functions of this position:

The work setting of the Public Relations & Events Coordinator position is a small, professional office. Some offsite work at events sponsored by the OTA is also required. Generally, in order to meet the demands of this position, the Public Relations & Events Coordinator must have the capacity to interact in a professional manner with co-workers, OTA Board members, vendors, and the public, demonstrate sufficient gross and fine motor skills to work effectively in a professional office, demonstrate emotional stability and organizational skills to exercise good judgment and to work effectively in stressful situations and to meet multiple and competing deadlines, and have the intellectual ability to read, write, synthesize data, and help solve problems in a cooperative fashion. Other specific essential functions of the position of Public Relations & Events Coordinator are the following: the ability to follow oral or written instructions, operation of a telephone, use of a computer, including the ability to produce documents such as correspondence, reports, memoranda, and the like using the computer, a proficient understanding of common software programs such that high quality publications can be produced, a proficient understanding of social media, the ability to maintain a website, the ability to physically move one's self about a set of small office suites, the ability to lift up to 30 pounds occasionally, and the ability to accurately perform basic math calculations such as addition, subtraction, and division.

Compensation & Benefits:

Salary is competitive and commensurate with experience. In addition, the Ohio Township Association offers exceptional benefits for employees, including health, vision, dental, retirement plan, and paid time off.

The Public Relations and Events Coordinator position at the OTA is at-will employment. The Public Relations and Events Coordinator reports to the Executive Director of the OTA. Nothing in this job description, the OTA Constitution, the OTA policies, or the OTA employment manual restricts management's right to assign or reassign different or additional duties and responsibilities to this position.

The Ohio Township Association is a nonprofit association dedicated to preserving and promoting township government in Ohio, through legislation, amicus curiae briefs, educational publications, and conferences/seminars. The Public Relations and Events Coordinator is a full-time position located in Blacklick, Ohio. Some travel may be required. The OTA is an equal opportunity employer