



Safe Children, Stable Families, Supportive Communities

Position Description

Title: **Communications and Events Manager** (Full-time, 40 hours per week)
Reports to: Assistant Director
Created: October 2019; updated April 2022

PCSAO is a membership-driven association of Ohio's county Public Children Services Agencies that advocates for sound public policy, promotes program excellence, and builds public value for safe children, stable families, and supportive communities.

Responsibilities

- Events management functions:
 - Lead the association's annual three-day statewide conference including workshops, presenters and keynote speakers, training credits, evaluations, hotel and on-site logistics, sponsorships and exhibitors, advertising and promotion, registration design and management, proposing and then managing approved conference budget in conjunction with the PCSAO Operations Manager, and volunteer management, including a Conference Planning Committee, with support from the Administrative Assistant;
 - Expand conference sponsorship and other fundraising efforts, including identifying prospects, promoting opportunities to corporate sponsors, maintaining regular communications, tracking and providing benefits, and managing ongoing relationships.
 - Oversee Ohio START's annual summit, consortium meetings, and related events including relevant tasks listed above; and
 - Manage other events throughout the year including negotiating contracts with venues, securing speakers and training credits, promoting events, managing registration, preparing materials, and ensuring evaluations of such events.

- Internal and external communications functions:
 - In coordination with staff, develop and implement a robust communications plan for PCSAO and Ohio START, including social media, marketing, and publicity materials for various projects and campaigns, media advocacy, and key stakeholder communications;
 - Maintain an active PCSAO and Ohio START social media presence on but not limited to Facebook, Twitter, and Instagram;
 - Develop and disseminate the association's Weekly Update E-newsletter and Ohio START monthly newsletter;
 - Maintain PCSAO and Ohio START websites including managing updates to existing content and adding new content;

- As needed, plan and manage the process for the design, content, and production of marketing materials, including infographics, white papers, and annual reports;
- Assist with media requests, media advisories, media tracking, and serve as a backup for specified media interviews; and
- As needed, create and maintain branded materials, including presentations, letterhead, and other templates.

Qualifications

- Bachelor's degree, with three or more years of experience in event planning/management required and three or more years of experience in communications desired;
- Ability to think strategically and creatively, anticipate future trends and consequences, and incorporate them into a plan;
- Ability to work independently within the context of a team-oriented organization, be action oriented, able to act and react as necessary, and not afraid to take charge of a situation;
- Excellent written and verbal communications skills;
- Knowledge of and experience with communication practices and techniques, particularly in effective use of social media channels, email marketing, and web presence;
- Ability to manage complex projects and large-scale events, including group/volunteer management;
- Strong time management skills and ability to multi-task and prioritize work;
- Highly organized and detail oriented;
- Demonstrated proficiency with Microsoft Office suite (Word, Excel, and PowerPoint especially);
- Fundraising experience desired; and
- Desktop publishing/layout and design skills desired (Publisher, Adobe Creative Suite, etc.).