



Marketing & Engagement Manager Ohio Economic Development Association (OEDA)

February 5, 2025

The Opportunity

The **Ohio Economic Development Association (OEDA)** is seeking a highly motivated and dynamic **Marketing & Stakeholder Engagement Manager** to drive our digital communications, marketing, and member engagement efforts. This remote position reports directly to the **President & CEO**, David Zak, and requires periodic attendance at live, in-person OEDA events and courses. The candidate must reside in Ohio and should have a strong preference for Ohio economic development experience and connections within the Ohio ED community. Previous experience and/or service to OEDA is preferred. The role is ideal for a proactive, results-driven professional with a passion for economic development, communications, and stakeholder engagement.

OEDA is in an **exciting phase of transformation (OEDA 3.0)**, with a bold vision to become the **best state economic development association in the country**. As the **7th largest state economic development association** in the U.S., with **650+ members**, OEDA serves as the leading voice and resource for economic developers across Ohio. This is a high-impact opportunity to shape the future of economic development in the state, engage with top industry leaders, and drive dynamic marketing and communication efforts that expand OEDA's reach. Additionally, OEDA is home to the **#1 nationally recognized Basic Economic Development Course (BEDC)**, which attracts **100+ attendees annually**—a testament to our commitment to excellence in professional development.

As we enter our **20th year**, we are building upon a strong foundation to elevate the profession, support our members, and advance economic growth in Ohio. This position is central to making that vision a reality. If you want to be part of this exciting journey, we encourage you to apply!

Key Responsibilities

1. Social Media Management (Immediate Priority)

- Manage OEDA's LinkedIn presence (currently 3+ posts per day) with engaging content.
- Expand to X, Instagram, Facebook, and/or other platforms in the future.
- Use AI tools (ChatGPT, Claude) for copywriting while ensuring high-quality content.
- Schedule and post content in Hootsuite (or another management tool).
- Engage with followers, respond to comments, and manage audience engagement.
- Create social media graphics (using Canva, Adobe, or similar tools).
- Develop and maintain a built-out personal LinkedIn network (500+ preferred) and engage actively on the platform.

2. OEDA Express - Weekly Email Newsletter (Immediate Priority)

- Research and compile economic development news, events, and opportunities.
- Use WildApricot (or similar email marketing platforms like MailChimp, Constant Contact).
- Research Ohio job postings, state/federal programs, and relevant projects.
- Maintain relationships with OEDA members and investors to gather key updates.
- Incorporate AI-driven research methods (Google Alerts, AI agents, news aggregators).
- Ensure smooth integration with OEDA's website (WordPress) and social media.

3. Website Management (Immediate Priority)

- Maintain and update WordPress website content (using Divi builder).
- Publish and refresh web pages, posts, job listings, and announcements.
- Coordinate website updates related to social media and newsletter content.

4. Analytics, Benchmarking, and Growth Strategy

- Monitor and analyze website, email, and social media metrics.
- Benchmark OEDA's engagement and track follower growth.
- Provide data-driven recommendations to improve visibility and impact.

5. Video, Podcast, and Webinar Production

- Edit and produce mp4 video content (Canva, Camtasia, or similar tools).
- Manage OEDA's YouTube channel and post recorded content.
- Assist in the scheduling and logistics for OEDA Exchanges (podcasts) and webinars.
- Experience with Zoom Meetings and Zoom Webinars is a plus.
- Work with videographers or manage livestreaming where needed.

6. Scheduling & Time Management Support

- Schedule meetings, travel, and engagements for the CEO, ensuring maximum impact.
- Evaluate, process, and filter meeting requests to optimize productivity.
- Manage committee meeting scheduling and follow-ups.

7. Investor Relations & VIP Engagement

- Serve as a concierge for OEDA's high-level investors.
- Ensure investor logos, sponsorship recognition, and benefits are executed correctly.
- Help schedule check-ins with investors, sponsors, and partners.
- Support fundraising and sponsorship outreach efforts.
- Update and refine investor marketing materials (Canva, Adobe, or external designers).

8. Member Relations & Recruitment

- Support membership engagement, outreach, and retention efforts.
- Assist in recruitment and onboarding of new members.
- Experience with membership-based organizations, economic development, or chambers is highly desirable.

9. Representing OEDA at Events

- Attend major OEDA events to capture content (photos, videos, social media coverage).
- Network and build relationships with members, stakeholders, and state leaders.

10. Other Core Skills & Experience

- SaaS & Software Experience: Canva, Microsoft Office Suite (Word, Outlook, Excel, PowerPoint), Adobe Acrobat.
- AI & Automation Skills: ChatGPT, Claude, Perplexity, Beautiful AI (desired but not required).
- Survey Tools: SurveyMonkey experience is preferred.
- CRM & Database Management: Salesforce.com experience strongly preferred (or another CRM).

11. Additional Responsibilities

- Take on other duties as assigned to support OEDA's mission and evolving needs.
- Be adaptable and willing to contribute to new initiatives as the organization grows.

Ideal Candidate Profile

- **Must reside in Ohio.**
- **Strong preference for Ohio economic development experience and connections within the Ohio ED community.**
- **Previous experience with and/or service to OEDA preferred.**
- **Passionate about economic development.** At least 2-3 years of direct experience required (more preferred, LEDO experience a huge plus).
- **Social media expertise.** Knows how to create, schedule, and engage across platforms.
- **Excellent writer and communicator.** Strong experience in copywriting, newsletters, and social engagement.
- **Strong research skills.** Can quickly pull information from multiple sources to create engaging content.
- **Tech-savvy.** Ability to learn and manage multiple SaaS tools effectively.
- **Creative and strategic.** Can develop ideas for engaging marketing campaigns.
- **Self-starter.** Proven track record of managing large workloads, working independently, and driving results.
- **Personable and professional.** Strong ability to build relationships with members, stakeholders, and partners.
- **A growth mindset.** Thrives in a fast-paced, high-impact environment and wants to be part of an ambitious vision.

Compensation & Work Environment

- **Remote position** with travel required for key OEDA events and stakeholder meetings.
- Salary based on experience, expected range: **\$60,000 – \$75,000**, based on experience and inclusive of a performance-based annual bonus.
- Flexible work schedule with the ability to manage projects independently.
- A unique opportunity to be part of a high-impact organization driving real change in economic development.

Application Procedure

Applications will be accepted until Wednesday, March 5, 2025 at 5:00 p.m. EST. Interested candidates should submit via email:

1. A **resume**.
2. A **cover letter** addressing relevant experience and alignment with the role.

Email Resume and Cover Letter to:

David Zak
 President & CEO
 Ohio Economic Development Association
dzak@ohioeda.com

Equal Opportunity Employer

OEDA is committed to fostering an inclusive and diverse workplace. We encourage applications from individuals of all backgrounds.

This high-energy, high-impact position is perfect for someone who wants to be part of a dynamic team that is transforming economic development in Ohio. If you thrive on marketing, engagement, creativity, and driving results, we'd love to hear from you!