



Marketing & Engagement Manager
Ohio Economic Development Association (OEDA)

Reports to: President & CEO

Location: Remote (Ohio residents only)

Applications open: February 10, 2026

1. The Opportunity

The Ohio Economic Development Association (OEDA) is seeking a Marketing & Engagement Manager to lead the organization's communications strategy and execution during a period of sustained growth, increased visibility, and operational maturity.

OEDA has experienced significant momentum in recent years. Membership increased by 50 percent, reaching more than 900 members and making OEDA the third largest state economic development association in the country. OEDA's Annual Summit has set records for attendance, sponsorship, and speaker participation, and investor support has more than doubled. The association delivers Ohio's flagship professional development programming, including the nationally recognized Basic Economic Development Course, and convenes economic development professionals, partners, and public leaders from across the state.

As OEDA continues to scale, this role exists to ensure that the organization's value, impact, and priorities are communicated clearly, consistently, and professionally across all channels. The Marketing & Engagement Manager is responsible for translating OEDA's work into high-quality digital content, coordinating outbound communications, and strengthening engagement with members, partners, and investors.

Success in this role means delivering disciplined, well-coordinated communications that support program growth, reinforce OEDA's leadership within Ohio's economic development ecosystem, and enhance the experience of members and stakeholders.

2. Key Responsibilities

The responsibilities below reflect OEDA's current needs and are expected to evolve as the organization continues to grow. This role is focused on **marketing, communications, and engagement**. It focuses on communications strategy and execution and does not include event logistics, financial administration, or ownership of core technology systems, which are handled by other team members.

2.1 Digital Communications & Social Media

- Manage OEDA's LinkedIn presence as the primary platform, including content planning, posting cadence, and audience engagement.
- Develop original posts highlighting OEDA programs, events, member achievements, policy updates, and statewide economic development activity.

- Create and manage visual assets using Canva or similar tools to ensure a consistent, professional brand presence.
- Actively engage with followers, partners, and stakeholders to strengthen OEDA's digital footprint.
- Expand or support additional platforms over time (e.g., X, Instagram, Facebook) as capacity and strategy warrant.
- Drive sustained growth and engagement across OEDA's social platforms, maintaining a strong posting cadence, high-quality interaction, and continued leadership among peer state economic development associations.

2.2 Newsletters (OEDA Express, OEDA Advocate, and Future Publications)

- Lead the planning, development, and production of OEDA's newsletter portfolio.
- Manage OEDA Express, the association's weekly flagship newsletter. This includes researching, curating, and drafting content covering Ohio and national economic development news, policy developments, funding programs, job postings, and member updates.
- Manage OEDA Advocate, OEDA's policy- and advocacy-focused newsletter published on a bi-monthly or monthly basis.
- Support the development and launch of additional newsletters or targeted publications as OEDA's communications strategy evolves.
- Coordinate with internal staff, members, partners, and external contributors to gather timely and accurate content.
- Publish and distribute newsletters using OEDA's email platform and ensure alignment with website and social media content.

2.3 Website Content Management

- Maintain and update content on OEDA's WordPress website, ensuring accuracy, clarity, visual consistency, and adherence to established brand and design standards.
- Serve as the day-to-day steward of the website's look and feel, applying existing templates, layouts, and visual guidelines rather than redesigning the site.
- Develop and publish supporting web content such as event pages, blog-style posts, announcements, and program descriptions that align with broader communications and marketing efforts.
- Create, design, and publish dedicated landing pages for OEDA events, courses, programs, and initiatives, serving as the primary source of information for prospective participants.
- Incorporate graphics and visual elements (e.g., banners, section headers, callouts) as needed to improve clarity, usability, and presentation.
- Publish news items, announcements, job postings, and program updates in coordination with ongoing communications.
- Support content organization, navigation, and usability improvements as the site continues to evolve.

2.4 Multimedia, Podcasts & Digital Content

- Help design, launch, and manage **OEDA Exchanges**, OEDA's podcast series, including content planning, coordination, editing, and distribution across appropriate platforms.
- Edit and produce audio and video content for podcasts, webinars, interviews, and short-form communications using standard tools.

- Manage the organization, publishing, and ongoing maintenance of recorded content, including webinar recordings, videos, and related assets.
- Ensure recorded content is properly processed, organized, and made available through OEDA's digital platforms, including the learning management system (LMS), website, and YouTube channel, as appropriate.
- Coordinate with internal staff to ensure content accuracy, branding consistency, and alignment with broader communications efforts.

2.5 Marketing Strategy, Analytics & Growth

- Own the coordination and planning of OEDA's outbound member communications across channels, including newsletters, promotional emails through the association management system, social media, and website content.
- Develop and maintain an integrated communications and promotions calendar to ensure messaging is timely, complementary, and not duplicative.
- Align promotional efforts for courses, events, advocacy activities, and programs with overall organizational priorities and audience needs.
- Monitor and report on key communications metrics including email performance, website traffic, social engagement, and content reach.
- Track audience growth and engagement trends across platforms to inform content and distribution strategy.
- Provide practical, data-informed recommendations to improve reach, clarity, engagement, and member value.

2.6 Investor, Partner & Member Engagement Support

- Support communications and recognition efforts for OEDA investors, sponsors, and strategic partners.
- Ensure marketing-related sponsor benefits (logos, recognition, digital visibility) are executed accurately.
- Assist with member outreach, onboarding communications, and retention-focused messaging.
- Attend select OEDA events to capture photos, videos, and stories for use in post-event communications and ongoing marketing, and represent OEDA professionally in interactions with members, partners, and stakeholders.

3. Ideal Candidate Profile

Required Qualifications

- Must reside in Ohio.
- 3–5 years of experience in marketing, communications, or stakeholder engagement.
- At least 1–2 years of experience working within an economic development organization (e.g., a local or regional economic development organization, port authority, chamber, regional partnership, or state or local government economic development office).
- Familiarity with Ohio's economic development ecosystem and the day-to-day priorities of practitioners and organizations in the field.
- Demonstrated content production capabilities, including:
 - Strong writing and editing skills for newsletters, digital content, and social media.
 - Graphic design capability, including creating digital and print-ready materials such as brochures, reports, presentations, and fundraising or promotional collateral

using tools such as Canva, Adobe tools (e.g., InDesign, Illustrator), or similar platforms.

- Video editing capability, including editing and producing short- and long-form video content (e.g., webinar recordings, interviews, promotional clips) using tools such as Canva, Camtasia, or similar video editing software.
- Demonstrated experience managing social media platforms, particularly LinkedIn.
- Comfort working independently in a remote environment and managing multiple priorities.
- Proficiency with common productivity tools (e.g., Microsoft Office, Google Workspace).
- Familiarity with email marketing platforms (e.g., MailChimp, Constant Contact, or similar).
- Comfort interpreting basic analytics and applying insights to communications strategy.

Highly Desired

- 3+ years of experience working within an economic development organization.
- Proficiency or fluency in using generative AI tools as part of a modern, efficiency-oriented workflow.
- Proficiency with WordPress or similar content management systems.
- Familiarity with customer relationship management (CRM) and/or association management systems (e.g., Salesforce, Wild Apricot, GrowthZone, or similar).
- Familiarity with survey and feedback tools (e.g., SurveyMonkey or similar platforms).
- Direct experience performing economic development work (e.g., business retention and expansion, business attraction, entrepreneurship and small business support, site and real estate development, workforce and talent initiatives, incentives, or related practitioner responsibilities).
- Familiarity with OEDA, including prior involvement as a member, partner, course participant, committee participant, or collaborator.
- Familiarity with learning management systems (LMS) used for hosting and managing recorded content, courses, or webinars.
- Experience supporting fundraising or sponsorship efforts through communications and marketing materials (e.g., sponsorship decks, donor-facing materials, or event-related promotional campaigns).

4. Work Environment & Expectations

- Full-time remote position for Ohio residents.
- Flexible work schedule with general availability during standard business hours.
- Periodic travel within Ohio to attend key events and meetings.
- Ability to manage workload independently while coordinating closely with a small, collaborative team.
- A unique opportunity to be part of a high-impact organization driving real change in economic development.

5. Compensation & Benefits

- Salary based on experience, expected range: **\$65,000 – \$75,000**, inclusive of a performance-based annual bonus.
- Paid time off is offered at a competitive level and varies based on experience.
- Paid holidays.
- Informal compensatory time off is supported to balance workloads during peak periods, with flexibility coordinated in advance.

- Health insurance support through a Qualified Small Employer Health Reimbursement Arrangement (QSEHRA).
- Retirement plan (SIMPLE IRA; employee contributions, no employer match at this time).
- Eligible for performance-based incentives consistent with OEDA policy.

6. Our Values

OEDA's work is guided by a commitment to:

- **Member-Driven Service:** Programming and communications grounded in practitioner needs.
- **Collaboration:** Partnerships that strengthen Ohio's economic development ecosystem.
- **Best-in-Class Execution:** High standards, professionalism, and continuous improvement.
- **Economic Development for All:** Inclusive engagement across communities and organization types.
- **Continuous Learning:** Ongoing investment in professional growth and effectiveness.

7. Equal Opportunity Employer

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

8. Application Procedure

This position will remain open until filled. Applications will be reviewed on a rolling basis.

Interested candidates should submit the following materials via email:

- A resume
- A cover letter describing relevant experience and interest in the role

For priority consideration, applications are encouraged by February 24, 2026.

Email application materials to:

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