

## Position Profile: Marketing and Communications Manager

### The Opportunity

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The Ohio State Bar Foundation (OSBF) seeks a creative and driven Marketing and Communications Manager. The Marketing and Communications Manager will elevate the Foundation's profile and increase awareness of its vital mission – to educate the public about the rule of law and build a better justice system. Every year the OSBF grants over \$750,000 to Ohio nonprofits that educate and serve society's most vulnerable members. Each year the OSBF inducts a new class of Fellows, attorneys who give of their time, talent, and treasure to make the Foundation's work possible. The OSBF recognizes the exceptional volunteer service of lawyers, judges, community members, and organizations through an annual awards program.

The Marketing and Communications Manager will reach donors and prospective grantees through a range of media and tactics. They will use their writing skills and marketing acumen to inspire current members to engage with the Foundation in deeper ways. In this role, they have the opportunity to elevate the profile of the Foundation statewide, finding prospective grantees whose goals align with the OSBF mission and encouraging them to apply for funding.

The ideal candidate wants to use their talents to make a meaningful difference. They will join a determined team working for equity and fairness in the legal system. They will tell the Foundation's story to diverse audiences, bringing them together to work toward a common vision. By articulating the mission of the Foundation to a new generation of legal professionals, they will inspire them to contribute and to serve, guiding their profession and their community toward a more just future.

[A Message from the OSBF President, Velda Hofacker \(YouTube Link\)](#)



*Photos from OSBF volunteer opportunities at Equality Ohio in Columbus (left) and Mom's House in Toledo (right).*

## The Position

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The Marketing and Communications Manager will guide the Ohio State Bar Foundation's marketing and communication efforts, bringing greater visibility to the organization's mission, vision, and impact.

### ***Key Position Functions***

**Content development** – Creates, edits, and manages the development of OSBF content including: newsletters, press releases, annual reports, program materials, donor communications, sponsorship materials, and event communications. Works with external graphic designers as needed. Ensures that content and marketing materials represent and support the OSBF vision, mission, and brand.

**Website and social media** – Manages OSBF website and social media messaging. Ensures that messages and content are updated and communicated via social media. Ensures that social media represents the OSBF brand and is current. Partners successfully with grantees, Fellows, and others to create vibrant social media exchanges. Supports the team, including the Executive Director, to effectively employ social media in OSBF messaging. Employs video production as needed.

**Marketing and Promotion** – Develops plans to market and promote the OSBF. Segments and monitors internal data and trends to determine marketing programs, marketing approach, and communications. Monitors industry and sector marketing and demographic trends to help with marketing the OSBF. Recommends promotion approach, campaigns, and tactics for programs, events, member communications, etc.

**Donor communication** – Assists with the case for support and develops related donor materials and communications. Assists the fundraising team in marketing and communication for campaigns, programs, collateral, social media, and donor gratitude materials.

**Community Relations** – Builds relationships with media outlets and their reporters to ensure earned media. Assists with community relations and community communications including preparing presentations, reports, speech and event talking points. Supports the OSBF branding efforts.

## The Position Qualifications

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Qualified applicants will have the following expertise, competencies, and experience.

### ***Competencies and Attributes for success in this position:***

- **Communication and marketing skills** (print, social media, communication approaches, marketing methods)
- Strong **communication (verbal and written), informing, and presentation** skills
- **Creative** skills and approach
- **Passion** for the mission of the Foundation
- Drive for **excellence** and an attention to detail
- **Organization skills**, and an ability to deliver **results**



- Ability to **work independently** and be **self-directed** while being highly **collaborative** with the OSBF team members as well as external partners.
- **Integrity and trust**, including adherence to professional ethics and standards

### ***Qualification Requirements***

#### Required

- Bachelor's degree in communications, marketing, public relations or a related field [or equivalent knowledge and experience]
- Two years marketing and communications experience with responsibility for writing and social media
- Ohio residency and active driver's license
- Commitment to attend the OSBF events throughout the state

#### Desired

- Master's degree in a related field or JD degree
- Nonprofit experience; experience with fund development
- Experience with professional and/or member organizations
- Experience with video production

## Application Process

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Benefactor Group is pleased to be assisting the Ohio State Bar Foundation with this search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

### Benefactor Group Recruitment Team

[HR@benefactorgroup.com](mailto:HR@benefactorgroup.com)

<http://www.benefactorgroup.com>

To learn more about the Ohio State Bar Foundation, visit: <https://osbf.org/>

## About Columbus

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[Columbus](#) has it all: the vibrancy of a major city, the affordability of a mid-sized one, and the values of the Midwest. The city is peppered with captivating art, music, food, and culture. And, thanks to a growing array of businesses and strong higher education institutions, including The Ohio State University, it's home to a bustling and energetic workforce.

### ***Bustling City—with an Affordable Cost of Living***

Ohio's capital city was recently awarded the top spot on the Forbes list of [Best Cities for Mid-Career Professionals](#). It's the country's first "Smart City," and ranks at the top of the list for attracting technology talent. It's one of the fastest-growing cities, with a population increase of nearly 11% in the past eight years (and job growth of 14% in roughly the same period). All this—with a cost of living 10% lower than the national average.

### ***Arts, Culture, and Cuisine Hubs***

Ohio's largest city, named one of the ["30 Most Fun Places to Live in the U.S."](#), brims with creative talent and cultural hotspots. Explore the best that Columbus has to offer by...

- Touring the [Columbus Museum of Art](#). (Or the Pizzuti Collections, called "one of the top art collections in the world." Or the Wexner Center for the Arts, annual Columbus Arts Festival, brand-new 32,000-sq.-ft. immersive "Otherworld" exhibit, and more.)
- Paying a visit to Columbus' multitude of performing arts spaces: from Shadowbox Live!, to the Columbus Symphony, to four other large theatres, and more.
- Spending a day at the 36,000-sq.-ft. LEGOLAND Discovery Center, top-rated science center COSI, [Columbus Zoo and Aquarium](#), the nation's most highly rated public library system, American Museum of Natural History Dinosaur Gallery, or recently opened National Veterans Memorial and Museum.
- Celebrating [fashion in Columbus](#); the city comes in right after New York and Los Angeles as the biggest fashion design city in the nation.

Ranked as one of WalletHub's "Best Foodie Cities in America," Columbus offers everything from classic diner fare to fine dining to offbeat cafes. The city is notably home to restaurateur Cameron Mitchell and Jeni Britton Bauer of Jeni's Splendid Ice Creams.

### ***Nature Oases***

Less than 30 miles from five state parks, Columbus provides proximity to natural beauty.



Other notable green spaces include Schiller Park in German Village, the Park of Roses in Clintonville, the [Franklin Park Conservatory](#), and the [Scioto Mile](#) downtown.

### ***Unparalleled Educational Opportunities***

In addition to The Ohio State University, one of the nation's best public universities, central Ohio is home to institutions such as Columbus College of Art & Design, Capital University, Otterbein University, Ohio Dominican University, Ohio Wesleyan University, Denison University, Ashland University, Pontifical College Josephinum, Trinity Lutheran Seminary, the Methodist Theological School, and Columbus State Community College.