

COMMUNICATIONS MANAGER

Position Summary

The Communications Manager leads strategy planning and develops member and customer content that supports the business goals. The Communications Manager works closely with executive leadership to identify strategy needs and key messages that further the mission and objectives of OVD.

Here's what you'll do:

- Ensures strategy development, campaign development, and delivery of messages and copy that align with OVD's principles and overarching tactic through live, print, and electronic distribution channels, including social media. Potential communications projects include the development of strategy for stakeholder projects, copy for brochures, digital content, sales, digital ads and promotional collateral, press materials, letters, speeches, and association reports.
- Composes media releases, letters, blast e-mails, reports, and other collateral that advance the credibility and positive reputation of the business and supports achievement of the product strategy.
- In collaboration with internal/external stakeholders, the Communications Manager plans strategy and conceptualizes, writes, and/or edits copy for marketing and promotional collateral for delivery by multiple distribution channels.
- Creates promotional strategy, and writes, and/or edits copy for electronic/print publications.
- Employ social listening insights, data analysis, and communications prowess to hone our online engagement with the Insurance Community.
- Engage with OVD's community across a variety of platforms, including Facebook, Twitter, LinkedIn, YouTube, Instagram, support forums, and the community platform.
- Collaborates in strategy planning and execution of the use of media and digital ads to deliver association messages and maintain strong brand identity, relevance, and credibility.
- Develops strategies using message-specific information, environmental scan data, internal analysis, and input from readers and other stakeholders.
- Coordinates evaluation of strategies by stakeholders, analyzes data, implements solutions, and innovations that achieve desired outcomes, and maintains relevance and credibility.
- Tracks, evaluates, and reports the progress of projects and related tasks.
- Develops and manages project budgets in collaboration with stakeholders to ensure the appropriate use of association resources. This includes the management of contractors and suppliers to ensure timely, high-quality products.
- Collaborates with appropriate stakeholders to help support clarity of evolving website content to maximize performance.

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Here's what you'll need:

- Bachelor's degree in marketing, communications, or a related field, or equivalent combination of education and experience.
- Minimum of two to four years of experience with responsibilities commensurate to this position.
- Active involvement in social media networks (e.g., Facebook, Twitter, YouTube, LinkedIn, Instagram).
- Experience in strategy planning, campaign development and writing content that is engaging, creative, succinct, and adheres to the company's "voice" and tone requirements.
- Advanced computer skills using Microsoft Suite platform, Mailchimp, Epic, and WordPress. Familiarity with graphic design applications is desirable.
- Demonstrated excellence in strategy and message development, campaign planning, marketing plan development, editorial planning, and execution in healthcare and consumer markets, able to distill complex subject matter to understandable prose.
- Strong, versatile writing and editing, able to move among writing styles, craft messages suitable to different audiences and purposes, and conform to OVD's emerging house style.
- Strong demonstrated strategic and tactical skills with campaigns, social media and digital content to support activities like or similar to those of OVD.
- Demonstrated ability to effectively communicate and collaborate across a wide variety of social and cultural levels.
- Strong project management skills with demonstrated ability to adapt to changing priorities.
- Demonstrated independent problem-solving skills and experience writing for a variety of media
- Demonstrated ability to bond with online audiences and create an emotional connection with them.

Core Competencies:

- Accuracy: Achievement of correct and precise work.
- Accountability: Acceptance of responsibility and one's own actions.
- Written Communication: Ability to write letters, reports, articles, and e-mails using clear and concise vocabulary, style, grammar, and punctuation.
- Customer Orientation: A desire to serve clients by focusing efforts on listening and responding effectively to customer questions, resolving customer problems to their satisfaction, and evaluating customer satisfaction.
- Problem-Solving: Ability to recognize courses of action which can be taken to handle problems or potential problems and applying contingency plans to solve those problems

Work Environment & Physical Requirements:

- The work environment and physical demands described here are representative of those that may be encountered and must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.
- Low to Moderate noise (i.e. business office with computers, phone, and printers)
- Ability to work in a confined area.
- Ability to sit at a desk for an extended period.
- While performing the duties of this job, the employee may be regularly required to stand, sit, talk, hear, reach, stoop, kneel, and use hands and fingers to operate a computer, telephone and keyboard.
- Specific vision abilities required by this job include close vision requirements due to computer work and the ability to read and understand written word.
- Light to moderate lifting may be required.



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OVD Insurance is an Equal Opportunity Employer, including disability and veteran, that celebrates diversity and believes employing a diverse workforce is key to our success. We are committed to providing equal employment opportunities to all individuals. All applicants will be considered for employment without attention to race, color, religion, age, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

To Executive Search Firms & Staffing Agencies: OVD Insurance does not accept unsolicited resumes from any agencies that have not signed a mutual service agreement. All unsolicited resumes will be considered OVD Insurance property, and OVD Insurance will not be obligated to pay a referral fee. This includes resumes submitted directly to Hiring Managers without contacting OVD Insurance Human Resources Talent Department.

We are not able to sponsor work visas for this position.

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at-will employment status.