

POSITION DESCRIPTION		AGENCY/DEPT ID ODA/AGE934000
DIVISION OR INSTITUTION Elder Connections	UNIT OR OFFICE	COUNTY OF EMPLOYMENT Franklin

POSITION NUMBER 20019735 JOB TITLE Human Services Program Admin 2 JOB CODE 69416	<input type="checkbox"/> Reclassification <input checked="" type="checkbox"/> New Position <input type="checkbox"/> Update		Position Hyperlinked to <input type="checkbox"/>	
			Agency Organizational Tree	
	USUAL WORKING TITLE OF POSITION Marketing and Stakeholder Relations Manager		POSITION NO. AND TITLE OF IMMEDIATE SUPERVISOR 20017582 – Health Planning Admin 4	
	<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary <input type="checkbox"/> Intermittent	<input checked="" type="checkbox"/> Classified <input type="checkbox"/> Unclassified	Overtime: <input type="checkbox"/> Eligible <input checked="" type="checkbox"/> Exempt If FLSA Exempt, exemption type: Executive	Bargaining Unit 22E Page 1 of 2
	NORMAL WORKING HOURS (Explain unusual or rotating shift): FROM: 8:00 a.m. TO: 5:00 p.m.			
	JOB DESCRIPTION AND WORKER CHARACTERISTICS			
	%	Job Duties in Order of Importance		Knowledge, Skills & Abilities
	50	<p>Under administrative supervision of the Chief of the Elder Connections Division (ECD) and in consultation with the Office of Communications, serves as a Marketing and Stakeholder Relations Manager. This position works closely with our ODA programs to develop, brand and market ODA's health and wellness programs, elderhood programs and other person-centered programs for our Well Beyond 60 initiatives by performing the following:</p> <ul style="list-style-type: none"> • Develops and leads or supports the implementation of communication projects and plans including marketing and educational campaigns for ODA's Well Beyond 60 initiatives • Designs and writes educational and marketing collateral that introduces, educates and re-enforces the positive purpose and benefits of our programs, as well as attracts and appeals to Ohio elders, resulting in adoption and use • Works closely with the Office of Communications to prepare and deliver plans, campaigns and products through the appropriate mediums which include publications, (e.g., articles, newsletters, stakeholder outreach, annual reports), audiovisual (e.g., photography, video production), web presence (e.g., website, blogs and internal ODA.net), social media (e.g., Facebook, Twitter, etc.), trainings and events • Aligns and incorporates Well Beyond 60 as an essential brand and philosophy into ODA's key priorities: <ul style="list-style-type: none"> • Health and wellness initiatives, which includes promoting the benefits of positive health for Ohio's elders by heightening the impact of ODA's programs that are adopted/delivered by the AAAs through deliberate statewide planning and implementation • Elderhood initiatives, which includes promoting the unique values of our elder population and raising awareness of opportunities that enable Ohio elders to thrive and contribute in their communities through an array of programs sponsored/supported by ODA • Expansion of Ohio's aging network which includes supporting the Area Agencies on Aging (AAAs) in creating new or strengthening existing community partnerships and sustainable solutions to optimize the use of public dollars through collective impact models 		<p>Knowledge of: (1) supervision; (2) public relations; (3) ODA policies & procedures*; (4) English grammar & composition, journalism/communications [e.g., editing, advanced news writing, reporting, graphics, photo journalism]. Skill in: (5) word processing (i.e., Windows, MS Word, PowerPoint, Basic HTML & Web Design); (6) equipment operation (i.e., standard office equipment, cameras). Ability to: (7) understand production & distribution of ODA publications; (8) originate &/or edit articles for publication; (9) answer routine telephone inquiries from public; (10) establish friendly atmosphere as supervisor of work unit; (11) handle sensitive inquiries from & contacts with officials & general public.</p>
	List Position Numbers & Job Titles of Positions Directly Supervised:		SIGNATURE OF AGENCY REPRESENTATIVE	DATE

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JOB DESCRIPTION AND WORKER CHARACTERISTICS				
	%	Job Duties in Order of Importance	Knowledge, Skills & Abilities	
JOB TITLE Human Services Program Admin 2	40	Manages or supports the deployment and statewide awareness and expansion of ODA and Elder Connections Division's initiatives, programs, products and projects through proactive education, communication and stakeholder relationship management so that Ohio leaders are engaged and Ohio communities are positioned to successfully support, care for and provide quality of life to Ohio's current and future elder populations: <ul style="list-style-type: none"> • Interacts, serves as a liaison and provides complex consulting assistance to our 12 regional Area Agencies on Aging (AAAs) and other partners to align, standardize and amplify our collective impact efforts on campaigns, programs and events • Identifies where proactive marketing of our programs would be impactful and develops strategies and plans to achieve heightened awareness and engagement • Caters to and develops information for key stakeholders (Ohio elders, their families, community and business leaders) in a manner that will be positively received and consumed • Directs or facilitates development of outreach tools (e.g., reports, talking points, PowerPoint presentations, white papers, displays, signage, flyers and brochures) • Manages or supports development and implementation of external special events (e.g., Hall of Fame and Ohio State Fair) • Supports agency director and other agency staff in stakeholder outreach • Provides technical & editorial assistance to ODA and AAA staff and project teams • Reviews and tracks current health and wellness trends and industry changes and recommends action 	Knowledge of: 1; 2; 3*; 4. Skill in: 5; 6. Ability to: 7; 8; 9; 10; 11.	
	10	Represents ODA and Elder Connections Division at meetings & conferences with state, federal & community agencies; performs other duties as assigned [e.g., provides high quality customer service (i.e., as per ODA policy B-830, division-specific customer service procedures, etc.) to internal & external customers].	Knowledge of: 1; 2; 3*; 4. Skill in: 5; 6. Ability to: 7; 8; 9; 10; 11. *Developed after employment. Position may require travel.	
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			DATE	