



COMMUNICATIONS MANAGER (Full-time; Exempt)

About Smart Columbus

Smart Columbus is an agile, collaborative innovation lab that serves the Columbus Region by anticipating and advancing what is new and next at the intersection of technology and community good.

We seek to increase access to opportunity and an improved quality of life by promoting thought leadership on the future of cities, fostering an ecosystem of regional partners, and deploying human-centered technology in mobility, sustainability, digitalization, and urban technologies.

This Role

The Communications Manager at Smart Columbus will play a pivotal role in shaping the organization's narrative and enhancing visibility of community-wide programs and initiatives. Responsible for overseeing strategic communications, this role encompasses the development and execution of comprehensive communication strategies. From crafting engaging content to managing social media, tracking impact metrics, and maintaining brand consistency, the Communications Manager will be instrumental in elevating mission-driven presence and success locally, regionally, nationally and at times internationally.

You

A successful Communications Manager at Smart Columbus is dynamic, strategic and able to flex across programs, driving the organization's mission through impactful messaging and engagement with diverse audiences. You are able to be both proactive and reactive, can strategize and execute, and can tell impactful stories in a creative, yet polished manner. You are energized by mission-driven work and excited to build out foundational communications processes and norms across the organization.

Reports to

Director of Operations

Essential Duties and Responsibilities:

- Develop and implement strategic communications plans and messaging strategies for Smart Columbus program areas: Mobility, Sustainability, Digitalization, Emerging Technology.
- Collaborate with program teams to develop and execute programmatic communication strategies that amplify messages, engage the community and employ creative, multi-media tactics.

- Monitor and analyze metrics to assess the impact of communication efforts and make adjustments accordingly.
- Capture and publish success stories and programmatic achievements, highlighting partners and key stakeholders as appropriate.
- Document key learnings and publish case studies, playbooks, and toolkits that bring value to external stakeholders and audiences.
- Field inquiries and respond or route to the appropriate parties; support crisis communications as needed.
- Ensure proper use of organizational and program-based brand identities.
- Stay updated on industry trends and emerging technologies to facilitate thought leadership around the future of cities.
- Other duties as assigned.

Skills and Qualifications:

- Bachelor's degree in Communications, Marketing, a related field or equivalent working experience.
- 4-6 years of proven experience designing and executing marketing or communications strategies/campaigns.
- Experience designing and publishing print and digital content aligned with brand standards.
- Proficiency using industry standard tools such as graphic design software, content management systems, and social media platforms (i.e., Adobe Creative Suite, Canva, Hootsuite, Mailchimp, LinkedIn, Instagram, Facebook).
- Experience interpreting analytics and employing metrics to inform decisions.
- Ability to quickly learn complex topics and communicate them effectively to different audiences.
- Strong writing and editing skills with a keen eye for detail.
- Exceptional organizational and project management skills.
- Positive, adaptable mindset and thrives in a dynamic, fast-paced environment.
- Passionate about solving problems and improving quality of life in the community.
- Personal commitment to advancing in the areas of diversity, equity and inclusion.
- Champion of the future and what's possible, even if it's never been done before.

We Offer

- Unique opportunity in an award-winning, entrepreneurial nonprofit located on the Scioto Mile.
- A team of teams. Smart Columbus is an entity of the Columbus Partnership, providing team members an opportunity to be a part of a bigger enterprise and connected to the work of the Columbus Partnership and One Columbus.
- Energetic and collaborative team passionate about making a difference in the community.
- Superior health and benefits package, including retirement.
- Generous vacation policy and paid holidays.
- Professional development opportunities.

To Apply

To apply, please email a recent copy of your resume to careers@smartcolumbus.com. Applications will be reviewed on a rolling basis.

The Columbus Partnership is committed to the full inclusion of all qualified individuals. In keeping with our commitment, The Columbus Partnership will take steps to assure that people with disabilities are provided reasonable accommodations. Accordingly, if reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and / or to receive all other benefits and privileges of employment, please contact Jazmyne Heath (614) 981-2346 and jh@columbuspartnership.com.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

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