

Marketing & Communications Specialist

Ohio Turnpike – Berea, OH



The Ohio Turnpike & Infrastructure Commission is seeking an experienced Marketing and Communication Specialist to work in our Marketing & Communications Department at the Administration Building in Berea, OH. Please consider bringing your experience, talents, and goals to one of Northern Ohio's vital resources and join the future of transportation.

If you are interested, here's some of what we can offer you:

- Salary range from \$60,446.36 - \$74,828.78 annually
- Excellent pension and health care benefits
- Generous paid leaves
- Stability

Main Job Duties:

- Responsible for creating custom visual content using Adobe Creative Suite for OTIC initiatives including but not limited to; Presentations, internal advertisements, external advertisements, contests, e-newsletter, OTIC social media, PSA videos and informational packets for various internal departments.
- Collaborate with the Marketing and Communications team in the development of multiple OTIC Social Media channels. Assist in creating custom content to market/promote the OHPTK brand, A Better Way to Travel®.
- Performs a wide variety of website maintenance on OhioTurnpike.org, including but not limited to: updating page content, form development, creation of new pages, posting and archiving content, provide graphic design support for the entire site.
- Plan and organize multiple customer outreach events throughout the year. Coordinate participation with various OTIC vendors, assists in managing the corporate partnerships. Securing and executing marketing buys for event promotion and onsite participation by paid media partners.
- Promotes E-ZPass through various marketing strategies by assisting in the development of promotional videos, website support, social media, and traditional media marketing;
- Assist the E-ZPass retail program by designing custom brochures and packaging E-ZPass retail transponders. Develop and create other retail marketing materials including stickers, gift cards/rack cards, production displays and vinyl window clings.
- Assist the Marketing and Communication Director in planning and executing special events. Responsibilities include site selection and setup, video and audio management for speakers and media outlets, custom graphic development and production, videography, and photography;
- Performs routine clerical work including writing, typing, archiving, scanning, copying, verifying, and recording information. Sends correspondences/notices when necessary; Preparing departments requisitions and GRN's. Performs all other duties assigned, delegated, or required by the Marcom Director or Marketing & Communications Manager.

Major Work Characteristics:

- Knowledge of graphic design software packages (e.g., Adobe Creative Cloud, Premier Pro, Photoshop, Illustrator, InDesign); communication (e.g., multi-media techniques) photography and videography.
- Skill in typing, word processing and operation.
- Ability to define problems, collect data, establish facts and draw valid conclusions.
- Assists with corporate partnerships, social media and website maintenance/development.
- Use proper research methods in gathering data.
- Develop and/or edit content for publication.

- Ability to work with diverse segments of the community, elected officials, co-workers and administrators.
- Ability to consistently meet deadlines and to manage and prioritize multiple tasks.
- Ability to handle high volume of correspondence and work under pressure.

Education and Experience:

- Bachelor's degree, preferably in photography art, digital media production, marketing, or related field of study or related professional experience.
- At least 1 year of professional experience shooting and editing photos and videos.
- Proven experience as a photographer and videographer in creative story telling for a variety of marketing vehicles.
- Experience in and certification for using drones a plus.
- Experience using Photoshop, YouTube, teleprompter and associated software, and video editing software including Adobe Premier and/or Final Cut Pro.
- Detailed knowledge of photography art and lighting.
- Detailed knowledge of videography art, sound, and lighting.
- A brand publishers' mindset that seeks to understand what audiences consume and how to create it.
- Strong creative presence and artistic flair.
- A command of best practices for staged and candid photography and shooting and editing video.
- Excellent project management and communication skills, as well as a willingness to contribute to team efforts by accomplishing related tasks as needed.

Unusual Working Conditions

Some travel required.

Application Process

Those interested may apply [HERE](#). This link will redirect you to the Online Application site.

Applications will be received until position is filled.

The Ohio Turnpike & Infrastructure Commission provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.