



Director of Marketing & Strategic Partnerships- Ohio Assisted Living Association

Position Summary

The Director of Marketing & Strategic Partnerships leads the Ohio Assisted Living Association's (OALA) sponsorship, partnership, marketing, and digital communication strategy with a strong focus on growing revenue through new partners and sponsors. This role is responsible for identifying, cultivating, and securing new partnerships and sponsorships, while also strengthening relationships with existing partners to maximize engagement and long-term value. The Director oversees marketing communications, social media, and email campaigns to support OALA's visibility and organizational priorities. Success in this role requires strong sales acumen, proactive outreach, and the ability to build and maintain high-value industry relationships in a hybrid, team-oriented environment.

Key Responsibilities

Marketing Strategy & Brand Management

- Develop and execute a comprehensive marketing strategy that supports Ohio Assisted Living Association's programs, events, and organizational goals
- Maintain consistent brand identity across all communication channels
- Oversee content planning, messaging, and visual standards for all marketing materials
- Analyze marketing performance metrics and adjust strategies to improve reach and engagement

Partnership & Sponsorship Sales

- Lead the development, stewardship, and growth of OALA's partnership and sponsorship programs
- Identify, cultivate, and secure new partnership and sponsorship opportunities
- Conduct outreach, sales calls, and relationship-building with industry partners and vendors
- Develop sponsorship packages, benefits, and deliverables that align with partner needs and OALA priorities
- Ensure timely fulfillment of all sponsorship commitments, including event visibility, digital placements, and communications

Conference & Event Collaboration

- Drive Trade Show growth by securing new vendors, expanding exhibitor participation, and cultivating long-term vendor partnerships
- Serve as a key member of the conference planning team
- Coordinate marketing plans for conferences, trainings, and member programs
- Support sponsor visibility, signage, digital promotion, and onsite fulfillment
- Collaborate with internal staff to ensure accurate promotion of deadlines, registration, and event logistics
- Contribute to event strategy discussions and cross-department planning



Email Marketing & Digital Communications

- Manage OALA's email marketing strategy, including newsletters, program announcements, and targeted campaigns
- Create and schedule email content that is timely, relevant, and aligned with organizational messaging
- Monitor email analytics to improve open rates, click-through performance, and audience segmentation
- Oversee digital communication platforms, including website updates and online promotions

Social Media Strategy & Management

- Develop and execute OALA's social media strategy across platforms (e.g., Facebook, LinkedIn)
- Create engaging, timely content that highlights OALA programs, advocacy efforts, events, and member value
- Monitor engagement metrics and adjust content strategy to increase reach and interaction
- Ensure social media messaging aligns with OALA's brand, voice, and regulatory considerations
- Coordinate social media visibility for partners, sponsors, and event promotions

Project & Vendor Management

- Manage relationships with designers, printers, digital vendors, and marketing contractors
- Oversee timelines, budgets, and deliverables for marketing projects
- **Ensure all marketing activities comply with association standards, policies, and brand guidelines**

Internal Collaboration & Leadership

- Work closely with the Executive Director and leadership team to align marketing priorities with organizational strategy
- Provide marketing support to internal departments, including education, membership, and regulatory communications
- Contribute to cross-department planning and organizational initiatives
- Maintain a high level of professionalism, responsiveness, and communication
- Demonstrate strong teamwork and collaboration in a hybrid work environment
- Perform other duties as assigned to support organizational goals and cross-department collaboration



Qualifications

- Bachelor's degree in marketing, communications, business, or related field
- 3–5+ years of experience in marketing, preferably in an association, nonprofit, or senior living environment
- Demonstrated experience in sales, particularly in sponsorships, partnerships, or corporate relations
- Strong writing, editing, and content development skills
- Proficiency with email marketing platforms, CRM systems, and social media management tools
- Ability to manage multiple projects, deadlines, and stakeholders
- Strong interpersonal skills and the ability to build positive relationships
- Ability to work effectively in a hybrid environment with a high degree of accountability
- Creative problem-solver with a strategic mindset and attention to detail

Competencies

- Strategic thinking
- Sales and relationship management
- Digital marketing expertise
- Social media fluency
- Team collaboration
- Project coordination
- Communication and presentation skills
- Professionalism and discretion
- Data-driven decision-making