Senior Manager of Strategic Communications

Greater Sandusky Partnership
Sandusky, Ohio
Full-Time

About the Organization
Greater Sandusky Partnership (GSP) is a regional chamber and economic development organization working to strengthen the economy, communities and quality of life in the region. GSP manages the Shores & Islands Ohio destination brand, connecting visitors to the experiences, attractions and communities that make our region unique. Through an integrated approach, GSP works to position the region as a vibrant place to visit, live, work and invest.

Position Summary
The Senior Manager of Strategic Communications oversees integrated communications, editorial direction and regional storytelling across GSP, S&IO and related initiatives. This role builds one cohesive place narrative, translated for audiences who visit, live, work, invest and take pride here. The manager supervises the Manager of Public Relations, who leads human-interest storytelling across the region alongside destination PR and travel media relations.

Key Responsibilities —

Strategic Messaging & Editorial Planning

- Develop evidence-informed messaging and communications plans that translate a shared regional narrative for visitor, resident, talent, business, investor and community audiences.
- Guide an integrated editorial and communications calendar connecting priority stories, audiences and channels across GSP, S&IO and related initiatives.
- Work with organizational leaders and subject-matter experts to translate complex policy, development and economic data into accessible, accurate communications.
- Guide consistent messaging across earned, owned and partner channels; collaborate with Digital Marketing & Content on channel execution.

Writing, Media Relations & Story Development

- Research, interview, write and distribute press releases, business development announcements, policy updates, executive communications and feature stories.

- Proactively pitch substantive regional stories to business, regional and statewide media; build relationships with reporters, editors and relevant outlets.
- Lead technical business milestone communications; collaborate with PR on people-focused features that bring regional successes to life.
- Maintain media contacts for GSP, economic development, policy and regional business coverage; coordinate media inquiries, interview preparation and follow-up.
- Identify timely opportunities to elevate the region's identity and reputation, including recognition, investment, infrastructure and community success stories.

Team Collaboration & Leadership

- Supervise the Manager of Public Relations; guide editorial priorities while supporting independent human-interest storytelling, destination PR and travel media relationships.
- Collaborate with PR on podcast themes spanning visitor experiences, local people and community pride; the PR manager leads interviews and production coordination.
- Provide approved key messages, editorial direction and copy to the Digital Marketing & Content Manager for newsletters, social media, website content and campaigns.
- Partner with Marketing Operations to translate approved campaign goals and audience insights into messaging; coordinate timelines, content handoffs and performance learning.
- Coordinate with Public Affairs, Economic Development, Events, Destination Engagement and executive leadership to surface newsworthy developments.

Expected Outcomes

- A cohesive, evidence-informed regional story translated consistently across visit, live, work, invest and community pride.
- A steady pipeline of high-quality earned media pitches, releases and original regional stories.
- Clear communications leadership with independent human-interest storytelling, destination PR and travel media execution.
- Communications plans that connect priorities to specific audiences and appropriate channels.

Qualifications

- Bachelor's degree in communications, journalism, public relations, English or a related field, or equivalent relevant experience.
- Demonstrated professional experience writing press releases and working in public relations is required; exceptional reporting, interviewing and editing skills.
- Experience pitching media and developing proactive story opportunities; confidence pursuing ambitious coverage and building relationships.
- Ability to synthesize economic development, business and public affairs topics for varied audiences.

- Strong editorial judgment, organizational skills and ability to manage concurrent deadlines.
- Experience supervising or coaching communications professionals preferred.
- Experience in economic development, destination marketing, nonprofit or place-based communications preferred.

Benefits

- Full-time position; compensation commensurate with qualifications and experience.
- Comprehensive benefits package including health, dental and vision insurance.
- Retirement savings plan with employer match.
- Paid time off and holidays.
- Professional development opportunities.

How to Apply

Submit a portfolio (if available), resume and cover letter to Alissa Fisher, Interim Director of Marketing and Communications, at afisher@greatersandusky.com.

The Greater Sandusky Partnership is an equal opportunity employer and welcomes applicants from diverse backgrounds. We are committed to fostering an inclusive and supportive work environment for all employees.