**Job Title:** Communications Director
**Location:** Franklin County Convention Facilities Authority (FCCFA) — Columbus, OH
**Reports To:** Executive Director
**Salary Range:** $48.08 - $76.93 Hourly

**About the FCCFA**

The Franklin County Convention Facilities Authority (FCCFA) is an independent governmental entity established in 1988 by the Franklin County Board of Commissioners. Its mission is to finance, develop, and manage world-class facilities that position Columbus, Ohio, as a premier destination for conventions, events, and tourism, while supporting the region’s economic development and travel economy.

The FCCFA owns and oversees several key downtown assets, including the Greater Columbus Convention Center (GCCC), the Hilton Columbus Downtown, Nationwide Arena, and six parking facilities. Operations are carried out in partnership with expert firms including ASM Global (GCCC and parking management), Levy (GCCC food and beverage), Hilton Worldwide (hotel management), and Columbus Arena Management.

FCCFA staff manage the organization’s financial performance, oversee strategic initiatives, and steward over $1.2 billion in debt obligations. FCCFA also partners closely with Experience Columbus and other stakeholders to ensure unified messaging and shared goals in promoting Columbus as a competitive and dynamic destination.

To learn more, visit [www.meetusincolumbus.com](http://www.meetusincolumbus.com).

**Position Overview**

The Director of Communications will lead the FCCFA’s communications strategy, collaborating closely with internal leadership and the Authority’s agency of record to amplify the organization’s visibility, manage its reputation, and engage key audiences.

This strategic role is responsible for developing and executing communications plans across digital, print, media, and stakeholder channels. The Director will ensure consistency of message and brand, support executive and board communications, and help the public understand the FCCFA’s role and impact. The Director will serve as the Authority’s day-to-day lead in coordinating with its external communications and public relations firm, ensuring alignment and effective delivery across all projects.

**Key Responsibilities**

**Strategic Planning and Coordination**

* Develop and implement an integrated communications strategy in collaboration with the Executive Director and agency of record, aligning with FCCFA’s mission, goals, and brand identity.
* Serve as the primary internal liaison to the communications agency, ensuring alignment on priorities, timelines, and deliverables.
* Ensure communications strategies support broader objectives related to economic development, tourism, and community engagement.

**Messaging and Brand Stewardship**

* Develop and maintain core messaging frameworks to ensure clarity and consistency across all platforms and audiences.
* Collaborate with internal and external stakeholders to refine and promote FCCFA’s brand and public narrative.
* Contribute to the development, implementation, and enforcement of brand guidelines, ensuring consistency in tone, visual identity, and messaging.

**Public Relations, Media Relations & Public Affairs**

* Serve as FCCFA’s media liaison, managing media outreach, interview coordination, and response to inquiries in partnership with agency partners and executive leadership.
* Build and maintain relationships with local, regional, and national media outlets to elevate FCCFA’s visibility and credibility.
* Proactively pitch stories, draft press materials, and identify opportunities for earned media placements highlighting FCCFA’s projects, people, and impact.
* Track and report media coverage and public sentiment, offering insights to inform strategy.
* Support the development of talking points, speeches, and public-facing materials for FCCFA leadership and Board members.
* Collaborate with key public and private sector partners (e.g., Franklin County, City of Columbus, Experience Columbus) to ensure aligned messaging around major initiatives and announcements.
* Identify and pursue recognition opportunities, awards, and public honors to increase positive visibility for FCCFA and its facilities.

**Digital Strategy, Website & Social Media Management**

* Lead the execution of digital communications strategies across FCCFA platforms, ensuring brand consistency and engagement.
* Manage and maintain FCCFA’s WordPress-based website and Board portal, providing timely updates and periodic design enhancements for usability and accessibility.
* Develop and implement social media strategies and campaigns, maintaining a content calendar and ensuring high-quality, relevant posts aligned with organizational goals.
* Analyze digital engagement metrics and adjust strategies accordingly to maximize reach and impact.
* Coordinate with Experience Columbus, ASM Global, Columbus Arena Management, and Hilton Columbus Downtown to amplify messaging and maintain a unified digital presence.
* Stay current with emerging digital trends and tools to continuously improve FCCFA’s online presence.

**External Stakeholder Engagement & Destination Marketing Alignment**

* Work collaboratively with external partners – including public agencies, tourism organizations, nonprofits, and business leaders – to develop coordinated communication strategies that support shared destination marketing and economic development goals.
* Represent FCCFA in cross-sector communications planning efforts to ensure consistency, alignment, and impact.
* Support joint campaigns and storytelling efforts that position Columbus as a premier destination and highlight FCCFA’s role in advancing tourism, hospitality, and community benefit.

**Internal and Stakeholder Communications**

* Lead the development of communications materials for the Board of Directors, Marketing. Sales & Public Relations Committee, and other stakeholder groups.
* Prepare internal and external updates, newsletters, presentations, and engagement materials that clearly communicate FCCFA activities and priorities.

**Content Creation and Editorial Oversight**

* Write and edit high-impact content, including press releases, annual reports, speeches, op-eds, and collateral tied to key initiatives and milestones.
* Ensure all content is accurate, timely, and reflective of the FCCFA’s voice, in collaboration with agency partners.

**Measurement and Reporting**

* Track communications performance through metrics and analytics; deliver quarterly activity reports and campaign evaluations.
* Provide data-driven insights and recommendations to enhance communications effectiveness.
* Collaborate with the Chief Financial Officer to manage the communications budget and ensure resource efficiency.

**Qualifications**

**Experience**

* Minimum 5–7 years of experience in marketing, communications, public relations, or a related field, preferably with public sector, hospitality, or tourism-related organizations.

**Skills**

* Proven ability to lead strategic communications initiatives and manage agency partnerships.
* Excellent verbal and written communication skills; strong editorial judgment.
* Competency in media relations, digital content, social media management, and measurement tools.
* Strong interpersonal and project management skills with the ability to juggle multiple priorities.
* Familiarity with crisis communications and reputation management is a plus.

**Education**

* Bachelor’s degree in Communications, Marketing, Public Relations, Journalism, or related field.

**Compensation and Benefits**

* Competitive salary commensurate with experience.
* Comprehensive benefits package including health, dental, vision, life insurance, OPERS retirement plan, and paid time off.
* Professional development opportunities in a collaborative and forward-thinking environment.

**How to Apply**

Interested candidates should submit a cover letter, resume, and portfolio (if applicable) to clemaster@fccfa.org, using the subject line “Communications Director Application.”

The FCCFA is an Equal Opportunity Employer committed to a diverse and inclusive workplace.