

Director of Marketing and Communications

Position Profile

Location: Columbus, OH

Introduction to The Buckeye Ranch

The Buckeye Ranch restores hope and provides healing through a comprehensive continuum of care including mental health treatment, child welfare, and education-based services for children, youth, and their families.

Founded in 1961, The Buckeye Ranch is a leading provider for emotional, behavioral, and mental health care for youth and families in Ohio. The Buckeye Ranch operates six locations throughout Central and Southwestern Ohio and serves more than 2,500 youth and families each day. The organization utilizes a continuum of tailored programs *to meet parents and youth where they are*.



Hallmark programs include:

- The Buckeye Ranch's **Residential Treatment Program** offers a secure facility and intensive support—from individual counseling to psychiatric services to music, art, or animal therapy—for youth struggling with the most acute mental health and behavioral challenges.
- The **Foster Care Program** connects children with committed foster families who belong to The Buckeye Ranch's network of almost 300 homes across Ohio.
- Through **community-based programs**, The Buckeye Ranch provides youth and families with a comprehensive suite of mental health services, such as outpatient care and counseling, home-based treatment, medication management, and other vital services.
- **Day treatment programs**, such as the Bonner Academies, support youth struggling with behavioral problems that impede success in a traditional school environment. By removing barriers to learning, these programs equip students to reach their behavioral and academic goals and ultimately return to their home school districts.
- Since 2022, The Buckeye Ranch has served as the Care Management Entity for East Franklin County for **OhioRISE**, working with a network of providers to serve youth and families with complex, multi-system needs.
- Other key programs include the **Permanent Family Solutions Network**, which works with families identified as high risk due to abuse and/or neglect, substance abuse, and social determinants; and **Transitional Aged Youth Programs**, which provide youth with housing, guidance, and aid as they transition from foster care or group homes to adulthood and self-sufficiency.

Throughout all programs, The Buckeye Ranch practices four core pillars of quality care: trauma-informed, strength-based, culturally competent, and family-centered care and upholds an enduring commitment to strength and healing.



The Opportunity

The Buckeye Ranch seeks an experienced communications leader to develop and implement a multi-channel communications strategy for a complex and dynamic organization. The incoming Director of Marketing and Communications will be responsible for gathering and broadcasting stories of the lifechanging impact of the organization's programs.

With more than 60 years of leadership in the field of mental and behavioral health, The Buckeye Ranch is well-known and well-respected in Central Ohio and beyond. The incoming Director of Marketing and Communications will build on this foundation of support and awareness and broaden our community's understanding of the breadth and depth of the impact of The Buckeye Ranch. The organization's recently announced expansion in partnership with Nationwide Children's Hospital coupled with an increased national awareness of the importance of support for the mental and behavioral health of youth, provides an extraordinary opportunity to amplify the work of The Buckeye Ranch and position it as a national leader in the field.

The Director of Marketing and Communications will be a strategic leader with a deep understanding of communication principles, methods, and tactics across diverse channels. They will be highly collaborative, partnering with a committed development and communications team to broadcast the organization's work externally. They will also work with program leaders to increase awareness of the breadth of the organization's work internally, and support a culture that celebrates individual and collective accomplishments and impact.

The new director will have – or soon gain – an understanding of the complexity of the work of The Buckeye Ranch and a passion for broadening the community that makes the work possible. They will leverage industry expertise and knowledge of competitive markets and service differentiators to communicate the unique impact of the work of The Buckeye Ranch. As a member of the Executive Team, the Director of Marketing and Communications will collaborate with colleagues to identify opportunities to expand stakeholder engagement and support.

About the Position

Key Position Functions

Employee Management and Development: Supervise Marketing and Communications Specialist; develop and maintain schedules that ensure appropriate staffing levels and work completion; ensure work assignments for marketing and communication staff are clear and performance standards are understood; provide supportive and clear performance feedback; coach and counsel staff on meeting applicable standards.

Public Relations: Raise awareness of The Buckeye Ranch and its primary goals through outreach efforts, events, media, and public relations; partner with and provide direction to PR vendor for media placements; appropriately represent The Buckeye Ranch to internal and external stakeholders, vendors, and media.

Communications: Create and implement external communications plan for the organization; create and execute Crisis Communication plan; maintain communications calendar, publishing regular updates on major events and success of The Buckeye Ranch; in partnership with Director of Development, create and publish fundraising collateral.

Marketing: Develop and implement marketing calendar and plan, partnering with program leadership to anticipate and address their marketing needs throughout the year; develop and administer marketing and communications budget; provide general oversight of all marketing activities; create marketing and communication collateral for use internally and externally; establish and maintain The Buckeye Ranch brand standards.

Social Media and Website: Create and implement social media plan for the organization, ensuring alignment with overall marketing plan and mission of The Buckeye Ranch; manage social media calendar to include regular postings on Facebook, Instagram, Twitter and LinkedIn, ensuring The Buckeye Ranch is positioned as an industry leader online; monitor social media performance and implement metrics-driven decision making; serve as primary administrator of website content management system; manage internal process for regular and accurate updating of website.

Intranet and Internal Communications: Cultivate and maintain relationships with program leadership to understand their marketing and communication needs; cross-train relevant staff on use of The Buckeye Ranch brand standards; partner with IT, programming, and support departments to maintain content on The Buckeye Ranch Intranet that is current, relevant, accurate, and in alignment with brand standards.

Competencies Required for Success

- People leader
- Action oriented
- Collaborates
- Communicates effectively
- Manages complexity
- Customer focus
- Decision quality
- Drives engagement
- Plans & aligns
- Resourcefulness
- Persuades
- Balances stakeholders
- Instills trust
- Nimble Learning
- Optimizes work processes

Qualifications

Required Qualifications

- Bachelor's degree
- Minimum of 5 years of marketing and communications experience
- Staff-supervision experience
- Proficiency with computer programs necessary to complete above tasks including Microsoft Office applications, Canva, Adobe Illustrator, WordPress, Hootsuite (or similar), and email marketing
- Driver's license and reliable access to functioning vehicle with appropriate insurance coverage

Preferred Qualifications

- Master's degree in marketing, communications, nonprofit management, or business administration
- Experience in media relations, sales, relationship building, contract management, and special events



Salary and Benefits

The Buckeye Ranch is pleased to offer a competitive salary and comprehensive benefits for this position. The expected minimum starting salary for this position is \$95,000, commensurate with experience.

Application Process

Benefactor Group is pleased to be assisting The Buckeye Ranch with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

Please do not contact The Buckeye Ranch staff or board with questions or interest in the role. All inquiries about the position should be directed to Benefactor Group.