

JOB DESCRIPTION

JOB TITLE: Marketing Coordinator

DEPARTMENT: Marketing

STATUS: Non-Exempt

REPORTS TO: Marketing Manager

GENERAL FUNCTION: Support marketing functions such as assisting with marketing campaigns, event projects, and brand strategies. Work closely with marketing team to establish PCN brand consistent with company principles. Work in cooperation with other departments to carry out company initiatives.

RESPONSIBILITIES:

- Assist with omni-channel marketing campaigns, projects, and events.
- Develop social media posts and ads, website content, emails to subscribers and potential subscribers, promotional videos for on-air and online, press releases, and outreach to different media outlets, organizations, and businesses.
- Drive brand strategies and initiatives and monitor their effectiveness.
- Act as PCN Store back-up and assist in tracking sales.
- Provide technical assistance for help desk.
- Represent PCN at events as needed.
- Availability for evening and weekends as needed.
- Receptionist relief as needed.
- Other duties as assigned.

BACKGROUND/SKILLS:

- Bachelor's degree in Marketing, Advertising, a related field, or equivalent experience.
- Experience with WordPress, MS Office Suite, digital marketing channels, and social media platforms.
- An ability to write engaging and well-written copy for multiple platforms with outstanding proofreading skills.
- Excellent interpersonal skills and enthusiasm to work with others to accomplish tasks and projects.
- Strong communication skills to express ideas clearly and effectively when speaking and/or writing to individuals or groups; listens attentively; ensures that information is understood by all parties; and shares information in a timely manner.
- Pays attention to details.
- Strong organizational skills.
- Customer service/phone skills.
- Ability to work flexible hours and adapt to changing priorities.

ABOUT PCN:

PCN is a statewide 501(c)(3) nonprofit cable television network available to 10 million viewers in more than 3.1 million homes. PCN is the largest statewide privately funded public affairs network in the country. PCN is launching a fundraising initiative in service of the organization's mission and goals, and it is looking for talented individuals to join the team and assist with this new venture. www.pcntv.com

TO APPLY:

Send Cover Letter and Resume to: info@pcntv.com

PCN

Attn: Marketing Manager

401 Fallowfield Road

Camp Hill, PA 17011