

JOB DESCRIPTION

JOB TITLE: Communications Coordinator
DEPARTMENT: Marketing
STATUS: Non-Exempt
REPORTS TO: Marketing Manager

GENERAL FUNCTION: Write compelling content with a SEO focus for outreach, emails, social media, the app, OTT devices, and website. Provide visual design ideas and coordinate implementation for the PCN website, PCN Select app, and OTT devices. 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:

- Writes and publishes long and short form content for the website, social media posts and ads, emails to subscribers and potential subscribers, promotional videos for on-air and online, press releases, and other key organization publications or projects.
- Monitors and evaluates the PCN website, PCN Select app, and OTT devices. This includes written content and visual design.
- Collaborates with Marketing Manager to determine, update, and track SEO content for the website, social media, Google Ads, and emails.
- Assists with omni-channel marketing campaigns, projects, and events.
- Drives brand strategies and initiatives and monitor their effectiveness.
- Acts as PCN Store back-up and assist in tracking sales.
- Provides technical assistance for the help desk.
- Represents PCN at events as needed.
- Receptionist relief as needed.
- Availability for evening and weekends as needed.
- Other duties as assigned.

BACKGROUND/SKILLS:

- Bachelor's degree in Marketing, Communications, Journalism, Advertising, a related field, or equivalent experience.
- 1 ó 2 years of writing, design, and WordPress experience preferred.
- Demonstrated ability to write strategic communications pieces including press releases, newsletters, website content, etc.
- Experience with design software and a strong aptitude of visual design.
- Experience using MS Office Suite, digital marketing channels, and social media platforms.
- Outstanding proofreading skills.
- Experience with WordPress, HTML5, CSS, and JavaScript preferred.
- 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.
- Attention to details.
- Strong organizational skills.
- Customer service/phone skills.
- Ability to work flexible hours and adapt to changing priorities.

ADDITIONAL INFORMATION:

- Full-time, hourly position.
- Hours Monday through Friday 8am ó 5pm. Evening and weekend as needed.
- Currently following COVID-19 safety protocols including wearing of masks, surface cleaning, and hand washing. Hybrid work environment.
- Located in Camp Hill, PA.
- Successful candidates will be subject to a driving record, criminal, and financial background check.
- Cover letter indicating salary expectations and resume may be emailed to hr@pcentv.com.