

JOB DESCRIPTION

JOB TITLE: Marketing Manager
DEPARTMENT: Marketing
STATUS: Exempt
REPORTS TO: Vice President of Development

GENERAL FUNCTION: Oversee all company marketing efforts to include consistent branding and messaging across all forms of outreach such as press, social media, website, email, and advertising. Manage all marketing campaigns and strategies to reach viewers, subscribers, and donors. Work closely with Development to support their efforts for nonprofit fundraising. Manage the marketing budget. Supervise the Marketing staff. Work in cooperation with other managers to carry out company initiatives.

RESPONSIBILITIES:

- Together with the Vice President of Development and CEO, define the marketing objectives for the company while maintaining a consistent message and brand across all platforms, promotions, and materials.
- Develop and manage marketing campaigns to promote the PCN brand, its programming, and its products. Also promote future initiatives, new technologies, and new platforms.
- Oversee the company website, store, and subscription service to inform viewers and increase and maintain subscribers.
- Understand various analytics and utilize this data, polls, and metrics to measure the effectiveness of marketing strategies.
- Continually monitor marketing trends and adopt as appropriate.
- Oversee all outreach to include media, viewer, social media, email, and public relations.
- Manage awards submissions.
- Manage department spending within the guidelines of the budget.
- PCN Store refund approval.
- Represent PCN at events as needed.
- Hire, train, supervise, and evaluate Marketing Department staff, ensuring that staff understands and adheres to network programming philosophy.
- Availability for evening and weekends as needed.
- Provide technical assistance for help desk.
- Other duties as assigned.

BACKGROUND/SKILLS:

- Bachelor's degree in Marketing, Public Relations, or Business from an accredited university.
- A minimum of eight years working in marketing. Working for a nonprofit is a plus.
- A minimum of five years of managerial or supervisory responsibility.
- Proven ability to work collaboratively within a team as well as demonstrated leadership and decision-making experience.
- Experience with internet marketing strategies, web analytics, and SEO. A strong aptitude to acquire data and pull insights out of that data to measure the effectiveness of marketing strategies.
- Proficiency using MS Office Suite including Word, Excel, PowerPoint, and Photoshop as well as databases.
- Ability to prioritize, multi-task, work under tight deadlines, and anticipate, communicate, and resolve issues with minimal guidance.
- Superior planning and organizational skills. Ability to maintain accurate records and consistently perform in a highly detailed environment.
- Ability to manage multiple projects and meet deadlines, with strong attention to detail.
- Strong commitment to exemplary customer service and exceptional communication skills to include written and oral with strong grammatical, writing, and spelling skills.

- Strong understanding of company programming and philosophy.
- Ability to work flexible hours and adapt to changing priorities.

ABOUT PCN:

PCN's mission is to educate, connect, and celebrate Pennsylvania's past, present, and future through cable television and emerging technologies. PCN is a statewide 501(c)(3) nonprofit cable television network and streaming service delivering Politics and Policy, History and Culture, and Pennsylvania Sports. PCN is the largest statewide privately funded public affairs network in the country. PCN is looking for a marketing professional who can build and lead this department while developing a young staff team with great potential. <https://pcntv.com>

TO APPLY:

Send Cover Letter and Resume to:

PCN
Attn: Human Resources
401 Fallowfield Road
Camp Hill, PA 17011

hr@pcntv.com

TO BE CONSIDERED, DOCUMENTS MUST BE DELIVERED TO PCN BY FEBRUARY 18, 2022.