**JOB DESCRIPTION**

**JOB TITLE:** Communications Specialist

**DEPARTMENT:** Marketing

**STATUS:** Non-Exempt

**REPORTS TO:** Marketing Manager

**General Function:** This position will support marketing functions and company objectives as a vital member of the marketing department with a strong focus on communication and public relation initiatives.

**Position Duties and Responsibilities:**

* Work with Marketing Manager to identify and implement communication strategies to highlight PCN’s mission, vision, and values and promote consistent branding and messaging.
* Research and draft content to include press releases, emails, articles, marketing collateral, and social media posts.
* Plan and maintain website content to promote marketing objectives, emphasizing SEO best practices.
* Identify and lead outreach to various organizations and media outlets, including developing and maintaining focused contact lists.
* Manage daily media relations activities to monitor, track, and report media coverage to leadership.
* Coordinate and oversee PCN’s attendance and outreach for special events, including developing marketing collateral and branding initiatives.
* Work and maintain relationships with outside vendors, including maintaining promotional items and other outsourced advertising initiatives.
* Collaborate with Marketing colleagues and Development staff to ensure all outreach and promotional efforts reflect PCN’s brand.
* Represent PCN at events as needed.
* Provide technical assistance with Help Desk.
* Assist with other projects and research as assigned.

**Recommended Qualifications and Skills:**

* Degree in Communications, Marketing, Public Relations, or a comparable degree from an accredited university.
* 2-3 years of professional experience.
* Ability to prioritize, manage multiple projects, and meet deadlines with minimal supervision.
* Exceptional communication skills.
* Strong grammatical knowledge with proven ability to transition between writing styles.
* Ability to work flexible hours and adapt to changing priorities.

**Position Type:**  Full-time, hourly position, typical hours Monday through Friday 8am-5pm. Evenings and weekends as needed.

**Start Date:** ASAP

**Location:** Camp Hill, PA

**Website:**  <https://pcntv.com>

**Benefits:** Health, dental, vision, RX, disability, retirement fund, paid time off, and more.

**To Apply:**

* Successful candidates will be subject to a criminal, financial, and driving record background check.
* Submit resume, cover letter, and 2-3 writing samples to hr@pcntv.com.

**About Pennsylvania Cable Network (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.

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