

JOB DESCRIPTION

JOB TITLE: Digital Marketing 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 digital and creative marketing initiatives.

Position Duties and Responsibilities:

- Work with Marketing Manager to identify and implement marketing strategies to highlight PCN's mission, vision, and values and promote consistent branding and messaging.
- Oversee PCN's branding guide(s).
- Monitor and track web analytics to measure and report effectiveness to leadership.
- Develop and execute social media campaigns, digital media ads, Google Ads, and promotional videos for on-air and online. Maintain social media budget, monitor, and track results, and report effectiveness to leadership.
- Collaborate with Marketing colleagues to create content and designs that promote PCN and increase brand awareness, including brochures, flyers, posters, digital graphics, and event banners.
- Manage PCN Store, monitor and track results to report effectiveness to leadership.
- 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 as assigned.

Recommended Qualifications and Skills:

- Degree in Marketing, Advertising, Graphic Design, or a comparable degree from an accredited university.
- 2-3 years of experience in Marketing, Graphic Design, or a related field.
- Knowledge of design principles and current marketing and design trends.
- Proficiency using Photoshop, Adobe Illustrator, WordPress, MS Office Suite, or similar platforms.
- Ability to express ideas clearly and effectively and share information in a timely manner.
- Ability to prioritize, manage multiple projects, and meet deadlines with minimal supervision.
- 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: NA

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 1-2 writing samples and/or design portfolio to crystalkimball@pcentv.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.

Revised 22.07.15