

JOB DESCRIPTION

JOB TITLE: 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 social media and online initiatives.

RESPONSIBILITIES:

- Work with Marketing Manager to identify and implement communication strategies to highlight PCN's mission, vision, and values.
- Collaborate with Marketing and Development colleagues to ensure all outreach and promotional efforts reflect PCN's brand.
- Manage PCN's web content, including monitoring and tracking analytics to report effectiveness to leadership.
- Develop and execute social media strategies to build brand awareness and increase viewer engagement.
- Collaborate with Marketing Manager and other departments to promote PCN's linear cable television channel and digital streaming platforms.
- Manage the PCN Store and develop online strategies to support revenue growth.
- Represent PCN at events. Some overnight travel may be required.
- Provide technical assistance with Help Desk.
- Other duties, as assigned by management.

BACKGROUND/SKILLS:

- Degree in English, Communications, Marketing, or related field is required.
- 2-3 years of experience in Marketing, Graphic Design, Web Design, or related field is preferred.
- Experience with WordPress and Google Analytics is preferred.
- Ability to prioritize, manage multiple projects, and meet deadlines with minimal supervision.
- Strong writing skills with ability to transition between writing styles.
- Ability to work flexible hours and adapt to changing priorities.

POSITION TYPE: The Marketing Specialist position is a full-time, hourly position. Typical hours are Monday through Friday, 8 AM-5 PM. Evenings and weekends as needed.

START DATE: ASAP

LOCATION: Camp Hill, PA

BENEFITS: Health, dental, vision, RX, disability, retirement fund, paid time off.

TO APPLY: Submit resume and 2-3 writing samples or one writing sample and design portfolio to crystalkimball@pcntv.com. Successful candidates will be subject to a criminal, financial, and driving record background check.

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.

Last Date Updated: 8/2/2023