

Public Media Network Marketing and Promotion Specialist

Public Media Network's Marketing and Promotion Specialist performs a variety of functions under the direction of the Public Relations/Outreach Coordinator including, but not limited to: coordinating and implementing marketing and promotion projects and activities; development of internal and external print and multimedia promotional materials; development, implementation, and maintenance of PMN web site and social media communication projects, development and implementation of "cross-platform" promotional media, and support of PMN promotional events and activities.

The position of Marketing and Promotion Specialist (annual salary is \$31,000) is considered a Regular Full-Time position, generally having a work schedule providing no more than forty (40) hours per week or eighty (80) hours per pay period. There may be circumstances where more than forty hours in a week could be scheduled if authorized by PMN's Executive Director.

The Marketing and Promotion Specialist will generally be scheduled for flexible work shifts during PMN's standard business hours: Monday – Friday 9:00am – 9:00pm, and Saturday from 10:00am – 6:00pm. However, both the nature of the position and PMN's business activities may necessitate work assignments outside of these hours.

Duties and Responsibilities:

- Coordinate preparation of annual marketing and promotion plan and implement marketing/promotion projects including advertising, promotion, and public relations activities.
- Coordinate the design and preparation of internal and external promotional materials, and communications for distribution to print outlets, cable channels, radio, web and social media outlets.
- Draft, proof-read, edit promotional materials (e.g. newsletters, brochures, announcements, advertisements, invitations, web site content, Facebook content etc.).
- Coordinate promotion elements on multiple media platforms.
- Develop social media strategies, monitor and contribute to external social media sites and outlets as assigned.
- Coordinate media buys, tools, applications, products, services, etc.
- Assist with implementation of strategic initiatives and projects related to marketing and promotion of PMN services.
- Perform other duties as assigned by PMN's Public Relations/Outreach Coordinator.

As time and other activities permit, the PMN Marketing and Promotion Specialist may be expected to assist in other functions related to PMN production or administrative functions.

Qualifications:

The PMN Marketing and Promotion Specialist must, at a minimum, have completed post-secondary (community college or university) degree program work in a marketing, business communications or journalism field strongly preferred. The position also requires proficiency with word processing, desktop publishing, spreadsheet, database and web site creation computer software. Strong interpersonal skills and the ability to work with a diverse client base will be required.

Preferred Experience/Skills:

The Marketing and Promotion Specialist should have demonstrated experience in planning, drafting, editing, and publishing a variety of marketing/promotion materials (newsletters, brochures, posters, event announcements, etc.) in both print and electronic formats. Demonstrated experience in web site development, content management, and maintenance (utilizing Word Press or equivalent). Experience in the acquisition and coordination of media advertising spots (radio, television, web) strongly preferred. In addition, experience developing and providing content to social media platforms (Facebook, Twitter etc.) is strongly preferred.

To apply, email [ONLY] a cover letter (including salary requirements) and resume to the attention of Linda Tetzloff: assistant@publicmedianet.org
Submission deadline is 9 pm, Thursday, April 24.

Adopted: 3/27/14