



Scenic Pittsburgh

a project of the PA Resources Council

Position: Communications Specialist

Organization: Scenic Pittsburgh

City/State: Pittsburgh, PA

Scenic Pittsburgh, a project of the Pennsylvania Resources Council (PRC), and the only local organization dedicated to preserving our region's scenic resources, is seeking a Communications Specialist to market and promote the SP message both online and in the traditional media.

Job Description:

This position demands a prolific writer with excellent verbal/written communication skills who is innovative, self motivated, and tech-savvy. The Communications Specialist is responsible for conceptualizing, creating, executing, measuring and evaluating social media and publicity projects to expand SP's presence, profile, and audience.

The suitable candidate would work directly with the SP Executive Director and Assistant Director as well as staff at Scenic America and other Scenic Affiliates around the country to develop, coordinate, implement and assist in managing all communications, awareness and outreach programs geared towards the public, business and municipal government sectors. Candidate would perform day to day tasks including but not limited to the design and implementation of a communications strategy focused on supporting SP's mission of the protection of the region's unique scenic beauty. This includes but is not limited to writing & distributing press releases, website design & maintenance, creating & maintaining a vibrant social media presence and performing duties related to grant, contract and fee for service projects.

Qualifications:

- Bachelors or master's degree in communications, journalism, marketing, public relations or other applicable major is required.
- Experience in communications, with emphasis on social media platforms, news media relations, internet marketing, or public relations.
- Excellent verbal/written communication skills with very strong writing, proofing and editorial skills required.
- Detail oriented with the ability to plan, organize, and prioritize workload.
- Advanced knowledge and proficiency in social media platforms and social networking tools, photo and video sharing sites, blogs and user groups, including but not limited to Facebook, Twitter, LinkedIn, Flickr, Yahoo Groups, and YouTube.
- Ability to participate with multiple online communities and blogs.
- Ability to develop news stories, press releases, letters to the editor, public service announcements and maintain relationships with television and press reporters.
- Proficiency in a variety of text, web, photo, and video editor software programs including Microsoft Word, Excel, PowerPoint, Photoshop, Adobe Acrobat, and FrontPage.
- Prior experience with non-profit corporations or Community Development Corporations.
- Must exhibit commitment to the preservation of scenic beauty.

Responsibilities:

- Create and implement a communications and online marketing plan to promote a positive message consistent with SP's branding and marketing strategy.
- Maximize SP's presence and placement on the internet, in social networking arenas and other relevant online user groups and communities.
- Develop and implement creative web content, graphics, video, periodic email communications (eblasts) and newsletters to keep SP's online face fresh and compelling.
- Cultivate partnerships and alliances with key players in scenic preservation including other non-profit organizations, preservation advocacy groups, and corporations.
- Develop and execute marketing strategies to attract new supporters, meet fundraising targets and maintain our base of loyal donors.
- Maintain and expand SP's contact and email lists of friends, supporters, donors, and television and newspaper reporters.
- Write reports and maintain communications and media logs on the progress of SP's marketing and communications efforts.
- Active participation in organization meetings and strategy sessions.
- Must be physically capable of lifting 30#, setting up event displays and working both in and out-of-doors.
- Must be able to use a fax machine, postage machine, digital camera and scanner.
- Experience in data entry, report writing, filing, and day-to-day operation of an office.
- Willing to submit to an in-depth background check and alcohol/drug testing.
- The Communications Specialist will be an employee of PRC.

COMPENSATION

This position has an attractive compensation and benefits package consistent with other Communications Specialist level roles in non-profit organizations of similar size, scope, and scale.

TO APPLY

Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: Dave Demko at davedemko@scenicpittsburgh.org. Please reference the following in the subject line of your email: **Communications Specialist at Scenic Pittsburgh**