



## **POSITION AVAILABLE**

### **Title: Marketing Communications Manager**

The Marketing Communications Manager is responsible for creating, implementing and overseeing dynamic and strategic communications programs that effectively amplify the reach and impact of WQED Multimedia.

The successful candidate should be ready with an arsenal of innovative marketing and communications strategies that expand visibility and excite the intended audiences. Employing both traditional and digital marketing communications efforts, this creative architect will produce high-quality content that engages and builds brand recognition. The right candidate must have a deep understanding of, and passion for digital marketing, with experience supporting and executing large organic and paid media campaigns on social and digital platforms, as well as content creation, website and SEO management, social media marketing, and email/sms marketing.

### **Responsibilities include but are not limited to:**

- Build a forward-looking promotional pipeline for content and services – from multimedia programming and high impact educational services to membership cultivation and retention.
- Lead planning, design, and implementation of digital experiences from inception through execution in partnership with marketers, producers, education, membership, and related stakeholders –resulting in a clear ROI for the organization.
- Write, edit and distribute proactive news releases, media alerts, press kits, fact sheets, speeches, talking points, presentations, collateral and related marketing and communications materials.
- Acting as the point of contact for media relations including developing press releases, coordinating interview requests, cultivating and maintaining a robust media list, collaborating with internal stakeholders for disseminating media message on digital platforms, and the tracking and monitoring of earned media.
- Promote, protect and advance the reputation of our organization through building and maintaining strong media relationships.
- Write and edit strategic communications, online, social media, radio and television copy.
- Collaborates with Web and social media staff to create and implement strategies to enhance the user experience and increase traffic.
- Assist in the implementation of emergency and crisis communications efforts.
- Identify industry trends and help conduct market and competitive intelligence research.
- Prepare the Corporation for Public Broadcasting local content and service report and Station Activity Benchmarking Survey Report (SABS).
- Other duties as assigned.

**Required education and skills:**

- Bachelor's Degree preferred.
- 3-5 years related experience.
- Experience with earned media placement and content marketing.
- Proficient in digital marketing practices and up-to-date with trends and new platforms.
- Knowledge of Google Analytics and data-driven decision-making for SEO, website management, social, email, and all marketing channels utilized by the Marketing Communications team will be crucial for this role.
- Candidate should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution.
- Demonstrates an advanced level with Microsoft Office including Word, Power Point, Excel, Sharepoint and Teams.

Candidates should send **a resume and cover letter with salary requirements** to [careers@wqed.org](mailto:careers@wqed.org). **No Phone Calls Please.**

*WQED is an Equal Opportunity Employer  
with leadership and a culture that supports diversity and inclusion*