



WHYY • WITF • PBS39 • WPSU • WQED • WQLN • WVIA

Pennsylvania PBS Marketing Assistant Job Description November 2021

The marketing assistant will have the opportunity to gain experience and work with the marketing team for Pennsylvania PBS. The assistant will assist in all phases of promotion production, from concept design through implementation.

About Pennsylvania PBS

Pennsylvania PBS (PA PBS) is the collective name for the seven public media organizations located throughout the Commonwealth. These include WHYY/Philadelphia, WITF/Harrisburg, PBS39/WLVT/Bethlehem, WPSU/State College, WQED/Pittsburgh, WQLN/Erie, and WVIA/Scranton.

Pennsylvania PBS reaches over 12.4 MM Pennsylvanians serving large, diverse, urban and rural communities.

Inspired and empowered by our partners, PA PBS sees itself as a keystone in the civic, educational, and cultural fabric of the Commonwealth. Our mission is to leverage, unify and amplify the education mission and collective impact of the seven PA PBS stations in the lives of all Pennsylvanians.

We are looking for an assistant who will:

- Support the marketing team to develop and implement outreach and promotional campaigns to boost brand engagement.
- Be comfortable working on multiple social media accounts, developing content to inform, educate and engage target audiences to increase awareness and achieve marketing goals. An exceptional candidate will have a working knowledge of the major content management systems and social media analytics.

Job Responsibilities

Work with the Pennsylvania PBS marketing team to:

- Understand the overall concept of Pennsylvania PBS, including the brand, audience, and goals
- Brainstorm digital marketing campaign ideas
- Create/update editorial calendar to promote Pennsylvania PBS on various social media websites
- Help create content as dictated by the editorial calendar to promote advocacy, programs and topics
- Distribute content such as videos and press releases on social media and traditional news outlets
- Assist in creating and implementing plans to promote station and statewide content on popular social media platforms such as Twitter, Facebook, and YouTube
- Monitor social media channels and support promotional and marketing efforts
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Analyze analytics to gauge the success of campaigns
- Provide suggestions to management for improving customer experience on social platforms and internal processes
- Assist in creating performance reports
- Monitor postings to ensure brand message is constant from the terminology used to images posted

Qualifications/Skills

- Appreciation and knowledge of public media (PBS, NPR and affiliates) and their mission
- Design skills and experience in social media
- Ability to understand the importance of timeliness and quality of work
- Ability and willingness to take direction, and to have all work approved before posting
- Ability to think independently and resolve problems when appropriate
- Understand the importance of social media and its role in public media
- Strong oral and written communication skills
- Coursework in communications, public relations, journalism or digital media
- Experience tailoring marketing campaigns to a unique audience
- Bilingual (Spanish) is a plus

Technical/software experience

- Experience with social media platforms including Facebook, YouTube, Instagram, Twitter
- Working knowledge of Adobe Creative Suite – Photoshop, Illustrator, After Effects
- General knowledge of Search Engine Optimization and internet ranking for web content.
- Knowledge of Hootsuite is a plus
- Experience with desktop video and audio editing is a plus

This is an independent contractor position. The assistant will work remotely and requires using their own computer.

Apply by sending your cover letter and resume via email to mindycronk@pennsylvaniapbs.org