



Job Title:	Communications Content Coordinator	Reports to:	Communications Strategist
Work Status:	Full Time	FLSA Status:	Exempt
Updated:	3/30/2021	Approved by:	Ashley Carvalho

PPC Mission Statement:

Improving quality of life for the people of Pittsburgh by restoring the park system to excellence in partnership with government and the community. Projects and programs are conducted with respect for the environment, historic design, and the needs of our diverse region.

Position Summary:

Working under the direction of the Communications Strategist, the Communications Content Coordinator supports a wide range of communications disciplines at the Pittsburgh Parks Conservancy (PPC), including social media management, website content, email creation and distribution, event promotion, blog development, project coordination, and monitoring the latest in park news. This individual works closely with the Communications Strategist developing content for inclusion across multiple organizational and marketing communications platforms and assets for internal and external audiences. Content will be original, timely, accurate, well-crafted, consistent in style and tone, audience-specific, and engaging to help drive park awareness and usage across the Pittsburgh region, create a positive image of the PPC, and position the PPC as an essential partner to the City of Pittsburgh. Content examples include e-mails, blogs, web pages, newsletters, and social media posts, and press releases.

The ideal candidate loves parks, supports Pittsburgh's public parks, and will proactively and effectively support and strengthen the communications and marketing activities of the PPC.

Position Duties:

The idea candidate is responsible for, but not limited to, the following duties:

Essential Duties:

- Develop original, timely, engaging, and well-crafted content for designated PPC marketing channels, including but not limited to, e-newsletters, internal newsletters, webpages, blogs, and social media postings. Work in collaboration with Communications and Marketing team members and internal staff across all departments to meet content objectives.
- Research and interview internal and external subject matter experts to create original, timely, accurate, engaging, and well-crafted content.
- Develop, write, edit, proofread and publish updates in content management system, applying communications best practices such as usability, reading level, mobile compatibility, and branding. Monitor content quality, manage content life cycle using analytics, and edit or discard outdated or irrelevant content.

- Work closely with Communications Strategist to manage and edit content on PPC website to ensure it is user friendly, organized, up-to-date, and accurate. Develop and implement web content schedule. Develop and manage monthly process for annual content reviews and audits with department directors, and ensure all pages are reviewed on schedule.
- Assist with developing new content and revising existing content for the PPC website and internal communications channels.
- Lead programming registration and promotion process for all free programs managed by the PPC.
- Participate on project teams with PPC staff, contractors and others to coordinate, produce, and deliver requested materials.
- Assist with monitoring and measurement of communications channels, including social media engagement, e-mail open and click rates, and website productivity and performance.
- Assist in the creation of press releases, development of media lists, and drafting of media pitches.

Related Work:

- Effectively support media relations programs and activities. Activities may include brainstorming media relations story ideas, drafting press releases, and developing media lists.
- General photography skills for social and digital media use.
- Work is conducted remotely, in an office and outdoor setting. Work involves traveling to and from various sites and frequent attendance at meetings or events, including many that may be conducted during the evening, on weekends, or on holidays, and irregular hours as necessary to meet deadlines and achieve objectives.

The Way We Work - The Employees of the Pittsburgh Parks Conservancy:

- Foster meaningful interaction and collaboration amongst diverse individuals.
- Conduct themselves at all times in a professionally appropriate and respectful manner.
- Demonstrate respect and sensitivity for cultural differences.
- Consistently work toward the common good of the organization and encourage others to do the same.
- Apply the proper safety/security practices according to established protocols, guidelines and policies.
- Maintain strong work ethic and demonstrate flexibility.

Knowledge of (position requirements at entry):

- Communications and writing best practices, including advanced knowledge of effective interviewing techniques and Federal Plain Language and reading-level guidelines.
- Computer and software applications used in business settings and for communications and marketing and delivery of information (e.g. content management system, email subscription systems, social media platforms, Microsoft Office Suite).
- Current laws, requirements, policies, and other directives for public sector communications.
- Outstanding customer service principles and practices and standards for a diverse customer base.
- Contemporary web content management systems.
- Best practices and cutting-edge internet marketing technologies including e-marketing tactics and social media strategies to serve a diverse audience.
- Contemporary and best practices for communications, marketing, public relations, and public affairs.

- Knowledge of Hootsuite, Luminate Online, and WordPress, as well as other web-based marketing communications platforms.

Skills and Ability to (position requirements at entry):

- Strongly understand digital media and the ability to analyze data to thoughtfully make recommendations about content creation and planning.
- Successfully produce professional-level writing, reporting, and translation of complex information to appropriate reading and interest levels for a diverse audience.
- Effectively conduct research, interview subject experts, and analyze complex concepts.
- Produce content quickly, accurately, and proficiently with multiple projects and multiple deadlines.
- Accept direction and constructive feedback.
- Provide excellent judgment and journalistic integrity and maintain confidentiality in work-related matters.
- Demonstrate strong organization, time management and project coordination skills.
- Establish and maintain effective, respectful, and productive working relationships.
- Provide excellent customer service with a diverse customer base and maintain a service-oriented attitude.

Training and Experience (position requirements at entry)

- Bachelor's Degree from an accredited college or university in Communications, Journalism, English or related field OR combined experience of 4 years in communications and marketing.
- Increasingly responsible experience in communications, marketing and public relations: at least two years.
- Increasingly responsible experience in digital and social media communications: at least two years.

Other Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Light Work: Exerting up to 20 pounds of force occasionally, and/or a negligible amount of force constantly to move objects.

Occasional weekend, evening and holiday work is required to perform the duties of this job.

The PPC is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or other protected characteristics.