

Communications Coordinator

Advance Central PA is looking for a full-time team member who is responsible for developing and implementing effective public relations and brand-building strategies to enhance the reputation of Advance Central PA and the PA CareerLink®, promote initiatives, and engage with target audiences including jobseekers, businesses, elected officials, board members, community groups, government agencies, internal staff, etc., to advance the cause of the public workforce system through relevant and effective communication. Communications include emails, newsletters, outreach materials, surveys, press releases, website content, social media, and other means as needed.

Essential Duties Include:

- Develop and execute comprehensive public relations strategies and campaigns to promote Advance Central PA and PA CareerLink® activities, programs, and initiatives through the creation of compelling content for various channels, including press releases, articles, blog posts, and social media platforms.
- Provide technical assistance to Advance Central PA's subcontractors and the PA CareerLink® around outreach strategies and materials.
- Review and approve PA CareerLink® outreach and program information materials prior to distribution from PA CareerLink® partners.
- Create handouts and other visual materials representing Advance Central PA programs.
- Write and distribute press releases and other materials to relevant outlets to secure coverage for Advance Central PA events, initiatives, and news.
- Research, create and distribute a newsletter to promote and share relevant workforce information. Analyze click/open rates. Maintain and grow the distribution list.
- Proactively secure media coverage for Advance Central PA's messages and achievements to generate awareness and engage with key stakeholders.
- Serve as the primary media contact for Advance Central PA, responding to media inquiries and coordinating interviews and media appearances for Advance Central PA and PA CareerLink® representatives with input from Advance Central PA management.
- Monitor media coverage and industry trends to identify opportunities and proactively address any potential issues or challenges.
- Develop and maintain a media database, including contact information and relationships, to facilitate effective communication and outreach efforts.
- Collaborate with the Advance Central PA team to ensure consistent messaging and branding across all public relations activities and materials.
- Monitor and analyze public relations metrics to evaluate the success and impact of public relations initiatives and provide reports to management.
- Act as the Advance Central PA liaison, maintain good working relationships, and ensure communication with state, subcontractors and PA CareerLink® staff on matters concerning public relations.

Qualifications:

- Associate degree in public relations, marketing, communications, journalism, or a related field; or 2 years of related experience
- Demonstrated knowledge of successfully developing and implementing public relations strategies
- In-depth knowledge of media relations practices, including writing press releases, social media content, and promotional materials
- Excellent understanding of social media networks (e.g. Facebook, Instagram, LinkedIn, Twitter, etc.)
- Creative thinking for media campaigns and engagement efforts
- Excellent written and verbal communication skills
- Excellent proofreading skills
- Strong proficiency in Word and Excel and ability to use general office equipment
- Proficient familiarity with WordPress, Canva, and Constant Contact (Preferred)
- Ability to manage a high level of accuracy when working on multiple projects
- Demonstrated problem solving skills

- Demonstrated, unquestioned ethics with ability to maintain a high degree of confidentiality
- Ability to establish and maintain cooperative and effective working relationships with various stakeholders
- Math skills, including in relation to collection and valid use of data

Working Conditions, Salary, and Benefits:

Advance Central PA has a professional office environment with the majority of staff electing to work remotely. Must be able to work both independently and collaboratively in a team environment.

Starting salary: \$44,792 - \$51,981 dependent on experience

This is a full-time, non-exempt, 40 hour per week position.

Benefits include:

- 401(k) matching
- Health insurance
- Flexible spending account
- Life insurance
- Disability insurance
- Paid time off
- Flexible/family-centered work environment
- Work from home opportunity

Some local travel required.

To Apply:

Submit your cover letter, resume and a completed Advance Central PA Employment Application to Careers@AdvanceCentralPA.org. Please indicate "Advance Central PA- Communications Coordinator" in the subject line.

Advance Central PA is an equal opportunity employer and does not discriminate on the basis of race, religion, color, national origin, gender, disability, veteran status, age or genetic information, sexual orientation, or any other status protected under local, state or federal law. Auxiliary aids and services are available upon request to individuals with disabilities.

Program funded with federal dollars. For more information, visit: <https://advancecentralpa.org/about-us/public-notices/>.