

Communications Coordinator

The Pennsylvania Treasurer, one of three independent elected statewide officials, has an opening for a Communications Coordinator. The ideal candidate for this position is someone with strong organizational and research abilities, excellent social media skills and knowledge, and who can utilize visual mediums—especially video—to create high-quality, effective products to communicate Treasury’s message and programs.

DESCRIPTION OF DUTIES

- Review media outlets to coordinate the distribution of daily news clips, route internal and external calls, assist in the scheduling of calendars and coordinate project schedules.
- Assist Communications office and personnel on special projects.
- Assist and coordinate material for internal communications and media relations.
- Support the Communications office, through the awareness of emerging media to achieve strategic communications outcomes.
- Coordinate social media content and strategies across different mediums; with a strong focus on visual mediums especially video by assisting or creating and editing video content.
- Daily monitoring of social channels, report Treasury-related content to Communications staff.
- Perform research assignments in a timely fashion to assist in development of communications products.
- Create daily content for social media platforms, and maintain strict message-discipline and adherence to established procedures to distribute content.
- Drafts written video scripts and helps develop ideas for video content.
- Measure impact of media placements by tracking, obtaining, and archiving Department news clips in a timely manner.
- Other duties as assigned.

SUMMARY OF REQUIREMENTS

- 1-3 years of a strong background in government, political or financial communications.
- Knowledge of social media, marketing and public relations best practices.
- Understanding of all social media platforms, including but not limited to YouTube, Instagram, Snapchat, Pinterest, Facebook, Twitter, and Tumblr—both as a coordinator and as a user.
- Creation and distribution of daily Clips report. Some work outside of normal business hours required to complete this.
- Superior organizational skills.
- Genuine curiosity about policy, Pennsylvania, and communications best practices. Ability to bring in fresh ideas for these categories to continue to produce new ideas for communication of Treasury’s message and programs.
- Strong writing, editing, attention to detail and communications skills.
- Ability to meet pre-established deadlines on work products.

- Creating and producing high-quality social media content, while coordinating with leadership and adhering to an established editing process.
- Strong technical background with advanced computer skills.
- Undergraduate degree in Communications, Public Relations, Marketing, Journalism, a related field, or equivalent experience preferred.
- Previous experience using a Nikon DSLR camera to take photos and video a plus.
- Preference given to candidate with experience in visual mediums, especially video.

Please forward resume and cover letter, and your salary requirements.

Treasury is an equal opportunity employer and does not discriminate on the basis of race, color, sex, religion, national origin, ancestry, ethnicity, age, handicap or disability, uniformed military status, veteran status, marital status, sexual orientation, genetic information, gender identity, or any other classification protected by law.