



## COMMONWEALTH OF PENNSYLVANIA

### TREASURY DEPARTMENT

#### Job Posting – Regional Program Relationship Manager

The Pennsylvania Treasury Department is looking for a dedicated individual who is interested in a rewarding career in government service, where you serve others and the greater public good every day. You will work to develop and coordinate relationships to promote programs for Treasury's Consumer Programs (PA 529, PA ABLE, Keystone Scholars and Unclaimed Property) by serving as Treasury's representative for the Bureaus of Unclaimed Property and Savings Programs by meeting with community groups, the public and industry stakeholders.

#### **TREASURY DEPARTMENT OVERVIEW**

The Pennsylvania Treasury Department is an independent agency led by the elected State Treasurer and one of the largest state treasuries in the country, serving as custodian of more than \$150 billion. Treasury plays a critical role in state government operations, acting as the custodian, manager, investor, borrower and disbursing of funds for nearly all state agencies. Treasury also offers a wide range of programs and services to Pennsylvania families, including the PA 529 College and Career Savings Program; the PA ABLE Savings Program for people with disabilities; and our work to collect and return more than \$4 billion of Unclaimed Property to its rightful owners.

#### **DESCRIPTION OF WORK**

- Promotes the Bureaus of Savings and Unclaimed Property programs to the public and industry stakeholders through meetings, events, conferences, consultations, personal outreach and speaking engagements.
- Serves as a liaison with industry partners and stakeholders of departmental programs within the assigned region (or program).
- Plans and executes outreach programs for specific audiences.
- Proposes and manages a regional marketing budget for an assigned region (or program).
- Coordinates outreach methods and strategies with other Bureau of Savings Programs employees to expand contact with centers of influence such as libraries, child care organizations, senior citizens groups, agencies, schools, financial institutions etc. and identifies new audiences for event participation and community involvement.
- Develops and manages an advisory group for the purpose of identifying outreach needs and strategies pertaining to a specific program or audience.
- Identifies and manages third parties such as community groups and non-profits who assist with outreach and awareness of programs within a defined community.
- Develops, recommends and maintains, in collaboration with the Director of Outreach and Marketing, standardized procedures for business development, program messaging, reporting and follow up requirements.

- Serves as a technical expert and liaison for designated consumer programs - 529, ABLE, Keystone Scholars and Unclaimed Property. Provides training for other Regional Program Relationship Managers and Outreach Specialists and partners as appropriate and advisable.
- Uses appropriate methods and standards to adapt standardized program collateral and messaging to the needs and preferences of specific audiences.
- Utilizes sales software for systematic follow up with contact groups, centers of influence and the Outreach team to leverage contacts and engagement.
- In collaboration with the Director of Outreach and Marketing establishes program outreach and performance strategies and goals in order to evaluate the overall results of specific program' outreach effectiveness and goal achievement.
- Provides recommendations for development and relationship strategies within the assigned region (or program).
- Assists members of the public in conducting Unclaimed Property searches to submit FastTrack claims during events.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of the methods, techniques and procedures used to develop outreach programs.
- Knowledge of the methods and procedures used to prepare, present and effectively disseminate information to groups and individuals.
- Honed public speaking and presentation techniques and skills.
- A proven ability to effectively utilize sales tracking software.
- Ability to collaborate and maintain effective working relationships with Treasury employees, external partners and the general public.
- Strong organizational and time management skills.
- Excellent interpersonal and communication skills, both written and verbal.
- Ability to maintain confidentiality, integrity, and professional ethics.
- Ability to gather, assemble, correlate, and analyze facts and devise solutions to administrative and strategic issues.
- Fluency, both written and verbal, in Spanish a plus.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's Degree and a minimum of three years of experience in outreach, partnership building and/or relationship management or any equivalent combination of education and experience.

Additional Requirement: Must possess a valid PA driver's license and have self-provided transportation to attend in-person meetings and events in your region.

## **WORK SCHEDULE AND ADDITIONAL INFORMATION**

Full-time employment: 37.5 hours

Work hours: 8:00AM-4:30PM with required evenings and weekends for events

Schedule: Regular daily travel in your region

Starting Salary: \$57,819

Location: This is a fully remote position. The applicant must reside in one of the following regions of PA: Northeast.

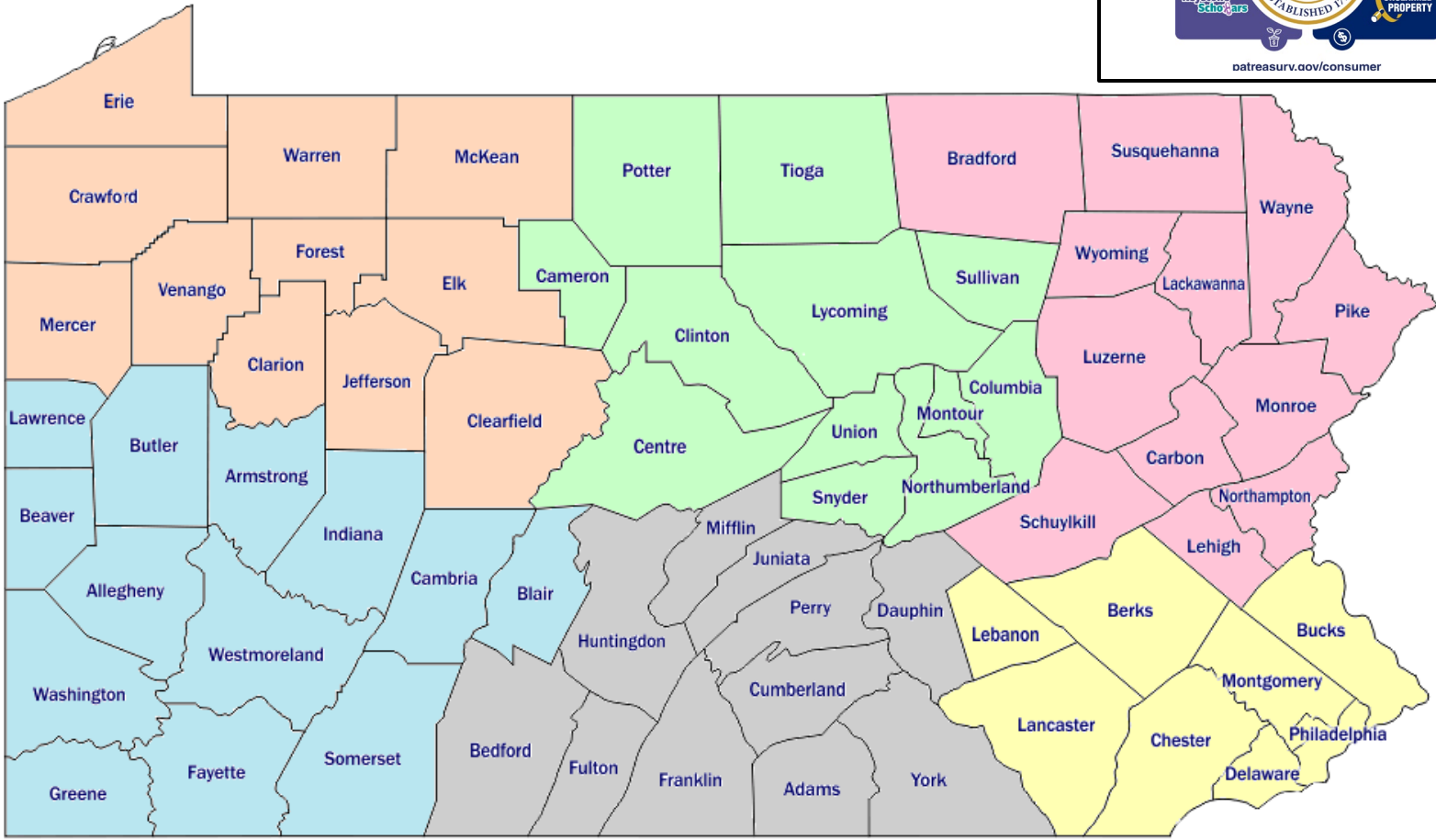
In addition to the base salary, Treasury offers an attractive benefits package. Benefits include multiple medical plan options; supplemental benefits including prescription, dental and vision insurance plans; retirement plan; optional deferred compensation plan; group life insurance; voluntary insurance programs; and paid leave benefits including vacation, sick and parental.

A perpetual institution, Treasury is proud to engender and facilitate an environment that fosters the personal development, intellectual enrichment, and professional advancement of its employees. Treasury is also committed to creating a diverse and inclusive environment and is an equal opportunity employer. All qualified applicants will receive due consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

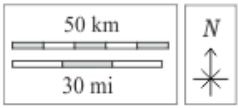
## **CONTACT INFORMATION**

For immediate consideration, please submit a resume by December 5, 2023, to: Pennsylvania Treasury Department at [hr@patreasury.gov](mailto:hr@patreasury.gov). Questions may be directed to Human Resources at 717- 787- 5979.

For more information about Treasury, visit [www.patreasury.gov](http://www.patreasury.gov).



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