

PA DOWNTOWN CENTER		
Job Description		
<b>1. Position Title:</b> Network Relations and Conference Coordinator		
<b>2. Category:</b> Regular-Full Time	<b>3. Status:</b> Exempt	<b>4. Starting Salary:</b> Dependent Upon Qualifications
<b>5. Date of Latest Revision:</b> September 5, 2021		<b>6. Supervisor:</b> Executive Director

**7. General Job Description:**

The regular, full-time position provides program support and limited administrative assistance to the Executive Director via responsibility for primary services in the areas of marketing and communications, membership, and conference planning, and secondary services in the areas of financial resource development and supplementary administrative services. The person filling this position will provide proactive program support toward the accomplishment of PDC's goals and objectives, as defined in the Strategic Plan. The person filling this position is expected to devote their time and energy to the completion of PDC tasks, primarily during normal working hours.

**8. Specific Tasks:** The Network Relations & Conference Coordinator shall be responsible for the following activities:

**A. Communications and Marketing** (approximately 35% of annual hours):

- Assists the Executive Director with the development of, and is primarily responsible for, the implementation of an annual communications and marketing strategy.
- Ensures greater visibility of both general revitalization efforts within the commonwealth and of PDC in all forms of media.
- Recommends development of the use of advanced communications technologies (social media, blogs, etc.) to the Executive Director.
- Develops, prepares and distributes a quarterly electronic newsletter.
- Develops, prepares and distributes a weekly electronic update (*PDC Messenger*) and other e-mail documents as required.
- Obtains, develops and implements weekly content updates of the PDC website.
- Develops, prepares and distributes other periodic communications as developed by PDC.
- Writes articles on relevant topics for magazines, newspapers, etc. and/or edits the text of other PDC staff members for such publications.
- Prepares and maintains a current list of all print and electronic media outlets for distribution as necessary.
- Develops, prepares and distributes marketing brochures and informational publications with the input and review of PDC staff.
- Prepares and disseminates relevant and regular press releases related to the operations of PDC.
- Assists member organizations of PDC with media relations issues.
- Provides outreach services via attendance at conferences of other organizations.

I certify that I have read the foregoing job description and I am familiar with the requirements of the position.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**B. Annual Conference Planning** (approximately 30% of annual hours)

- Functions as the primary staff person for the planning and implementation of PDC's annual conference. In this role, the Network Relations & Conference Coordinator shall:
  - Work with the PDC Executive Director to establish the PDC Annual Conference work plan and budget on a yearly basis.
  - Administer monthly conference committee calls via scheduling, oversight and follow-up.
  - Coordinate educational tracks, speaker selection, mobile workshops and local transportation with input from the Conference Committee.
  - Manages all hotel and on-site logistics related to the conference.
  - Manages all aspects of conference attendee registration.
  - Develops and assists in soliciting conference sponsorships and advertising.
  - Manage the creation, development and printing of all marketing materials, communications, and program for the PDC annual conference.
  - Serves as the on-site conference manager during the days of the conference.
  - Provide input on the issues affecting the planning and implementation of the PDC annual conference.

**C. Membership Development and Retention:** (approximately 30% of annual hours)

- Conducts ongoing membership relations via response to member e-mails, phone calls, etc.
- Processes new and renewed memberships.
- Works with the Executive Director and staff to retain existing and grow new memberships.
- Responsible for development, distribution and follow-up relating to all materials pertaining to the annual membership campaign.

**D. Resource Development** (approximately 5% of annual hours)

- Works with the Executive Director and the Development Committee to identify funding needs and strategies.
- Assists with grant research and writing, program and conference sponsorship development, and identification of additional funding opportunities.
- Assists the Executive Director with grant-writing and fundraising activities.

**E. Administration:** *In the absence of the individual primarily responsible for PDC's administrative activities*, the Network Relations and Conference Coordinator shall provide limited administrative services, generally in accordance with selected items relative to the job description of said individual.

**9. QUALIFICATIONS**

- B. An energetic, outgoing individual with multiple capabilities.
- C. Four-year degree required.
- D. At least two years experience in one or more of the following required: communications, marketing, conference planning, or events management.
- E. Less than four years of college may be acceptable with at least five years of relevant experience.
- F. Prior work experience in a multi-person office environment, preferably in a non-profit setting.

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- G. Valid driver's license
- H. Insurable under the PDC auto, bonding and liability insurance policies.

**9. REQUIRED SKILLS:** The employee:

- A. Must demonstrate excellent writing capabilities.
- B. Must have above average familiarity with marketing and promotion functions.
- C. Must have above average computer literacy in Microsoft Office and contact management systems, familiarity with Adobe Creative Suite is a plus.
- D. Must have experience in community development or nonprofit organizations of planning and implementing events and/or conferences.
- E. Must project and maintain a pleasant phone demeanor.
- F. Must demonstrate the ability to use resources effectively.
- G. Must be able to maintain accurate and well-organized files and records.
- H. Must be able to accomplish repetitive tasks without direction.
- I. Must be a pro-active, self-starter.
- J. Must have office skill experience.

**10. ORGANIZATIONAL COMPETENCIES:** Reserved.

**11. AVAILABILITY:** This regular, full-time exempt position requires the employee to be available at minimum 35 hours per week. Hours must be worked during "normal" work hours, generally between 8:30 a.m. and 5:00 p.m. Monday through Friday at the Harrisburg offices of the PDC. Flexibility within these parameters is available at the discretion of the Executive Director. A six-month probationary period is required for this position. If during this time, the employee proves to be unable to fulfill the requirements of the job, meet attendance requirements, or fails to demonstrate good work skills or attitudes, the Partnership may dismiss the employee immediately.

**12. COMPENSATION & BENEFITS:** The starting pay for this position shall be specified by the current PDC Salary Schedule. Additional compensation may be offered depending upon the qualifications of the individual. There are health, retirement, and life insurance benefits, personal time off and paid holidays associated with this position.

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