

# PA DOWNTOWN CENTER

## Job Description

**1. Position Title:** Network Relations and Content Designer

**2. Category:** Regular-Full Time

**3. Status:** Exempt

**4. Starting Salary:** Dependent Upon Qualifications

**5. Date of Latest Revision:** May 30, 2023

**6. Supervisor:** Executive Director

### 7. General Job Description:

The regular, full-time, exempt 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, graphic design and content development, and secondary services in the areas of conference coordination, fundraising/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 & Content Designer shall be responsible for the following activities:

#### A. Communications and Marketing (approximately 40% 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, which may include photos and promotional videos.
- 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 15% of annual hours)

- Functions as the secondary staff person in coordination with the PDC Conference Coordinator for the planning and implementation of PDC's annual conference. In this role, the Network Relations & Content Designer shall:
  - Attend monthly conference committee calls supporting scheduling, oversight and follow-up.
  - Support the coordination of educational tracks, speaker selection, mobile workshops and local transportation with input from the Conference Committee.
  - Support aspects of conference attendee registration.
  - Assist in soliciting conference sponsorships and advertising.
  - Manage the creation, development and printing of all marketing materials, communications, and program for the PDC annual conference.
  - Provide input on the issues affecting the planning and implementation of the PDC annual conference.

**C. Membership Development and Retention:** (approximately 35% 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 10% 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, etc.
- E. Less than four years of college or two years' experience may be acceptable with a portfolio demonstrating proficiency in Adobe, Canva, or other comparable programs.
- F. Prior work experience in a multi-person office environment, preferably in a non-profit setting.
- G. Valid driver's license
- H. Insurable under the PDC auto, bonding and liability insurance policies.

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

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

- A. Must demonstrate excellent writing capabilities.
- B. Must have above average familiarity with marketing and promotional 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 demonstrate proficiencies in Adobe, Canva, or other programs.
- E. Must have experience in community development, planning or nonprofit organizations.
- F. Must project and maintain a pleasant phone demeanor.
- G. Must demonstrate the ability to use resources effectively.
- H. Must be able to maintain accurate and well-organized files and records.
- I. Must be able to accomplish repetitive tasks without direction.
- J. Must be a pro-active, self-starter.
- K. 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 three-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, PDC 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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Signed: \_\_\_\_\_ Date: \_\_\_\_\_