

Communications Specialist

Location: Philadelphia, PA

Status: Part-time (15 - 20 hrs per week)

Compensation: \$20/hr - \$25/hr

Experience: 2 - 5 years

Description

MaassMedia is growing and looking for a part-time communications specialist with a bright, inquisitive, analytical mind, a head for numbers, a flair for marketing and an understanding of everything Internet. The Communications Specialist will be a self-starter who can learn on his/her own, excel without a lot of handholding, wear a lot of hats and help develop a vision for promoting our company and services. This position is part time 15 - 20 hours per week.

Responsibilities

Social Media:

- Research, plan and implement online outreach including blogs, Twitter, LinkedIn, FaceBook, YouTube and other social networks and online communities to promote the company and its services
- Follow industry blogs and regularly post responses
- Research, write and publish news/opinion articles and other content for company website, industry magazines and other social media outlets

PR:

- Seek out speaking opportunities at conferences and trade shows for company executives
- Seek out local and national corporate award opportunities
- Develop media connections to expand company's market presence; monitor media for competitor positioning and recommend placement
- Assist with company branding and brand awareness
- Prepare and maintain press kits, fact sheets, and other promotional materials

Case Studies/Whitepapers:

- Develop client/project case studies including some data analysis, reporting of results, client feedback and industry recognition
- Write and publish technical white papers on current topics related to web analytics technology, industry and best practices

RFPs:

- Produce responses for any Request for Proposal (“RFP”) including compiling, formatting, proofing, editing, creating charts / illustrations, and assembly
- Provide responses to RFP questions by working closely with subject matter experts while keeping within tight timelines
- Develop understanding of company and process in order to create responses that accurately represent capabilities

Presentations/Dashboards:

- Design and develop graphics/multimedia/charts for presentation projects using PowerPoint, Illustrator, Photoshop and Excel
- Translate complex information and ideas in written form into clear and persuasive visual slides for presentation

Qualifications

- Bachelor’s degree in Marketing, Journalism, Communication, or related field
- Minimum 2 - 5 years experience, preferably in journalism, marketing or public relations
- Knowledge of Internet marketing, web analytics, online advertising, SEO and e-commerce
- Excellent writing and speaking skills
- Very detail-oriented
- Experience writing press releases
- Experience with social media and blogging

For more information or to apply, please contact hr@maassmedia.com or call (267) 702-KPIS.