

Strategic Media Specialists

The Pennsylvania Treasury Department is seeking a highly motivated and creative digital and video-savvy strategist to serve as a Strategic Media Specialist.

DESCRIPTION OF DUTIES

- Provide support for team operations by compiling and distributing daily news clips, setting up calls, drafting and routing calendars and project schedules.
- Develop talking points, and speeches; assisting with internal communications and media relations.
- Effectively and efficiently supports Treasury programs, and utilizes new and emerging media to achieve strategic communications outcomes.
- Developing social media content and strategies across different mediums; creating and editing video content.
- Daily monitoring of social channels.
- Serve as a social media expert within Treasury, maintaining a cutting edge understanding of best practices, features, strategies, and communication tactics. Briefs other Treasury personnel on digital media trends.
- Other duties as assigned

SUMMARY OF REQUIREMENTS

- 1-3 years of a strong background in government, political or financial communications
- Knowledge of strategic social media, influencer marketing and public relations practices
- Intermediate understanding of all social media platforms, including but not limited to YouTube, Instagram, Snapchat, Pinterest, Facebook, Twitter, and Tumblr – both as a marketer and as a user
- Exceptional project management skills and attention to detail
- Strong writing, editing and communications skills
- Demonstrated writing and identification of quality social media content
- Strong technical background with advanced computer skills
- Undergraduate degree in Communications, Public Relations, Marketing, Journalism, a related field, or equivalent experience preferred