

Digital Communications Specialist

Port Authority is seeking a Digital Communications Specialist to support and promote Port Authority services and accomplishments with digital tools, including but not limited to the Authority's website and social media platforms. Under general direction, the Digital Communications Specialist will be responsible for executing the digital vision and strategy of the Public Relations Department and Chief Executive Officer by developing and executing content that meets Port Authority goals.

Essential Functions:

- Plans, develops, and executes integrated social media programs for the agency as a whole and for individual departments as needed.
- Using best practices and techniques to increase Port Authority's visibility, presence, and interaction with its customers, maintains and monitors social media channels and responds to inquiries using these tools
- Coordinates day-to-day updates, postings, and helps maintain the organization's ongoing presence on social media.
- Maintains the non-technical aspects of customer-facing digital platforms using best practices and techniques.
- Collaborates on web communication strategies and solutions related to digital marketing and public relations.

Job requirements include:

- Bachelor's degree in Journalism, Public Relations, Communications, Marketing or related field from an accredited school. Directly related experience may be substituted for education on a year-for-year basis.
- Minimum of three (3) years of experience in corporate/government communications or website design and internet publishing experience in corporate communications, public relations/advertising agency or related environment.
- Minimum of three (3) years of experience of significant involvement in the use of social media preferably at a fast-paced agency or in an in-house creative setting.
- Demonstrated ability in the use of Microsoft Windows, Word, Excel and Power Point.
- Ability to communicate effectively orally and in writing.
- Ability to manage time and workload effectively, which includes, planning, organizing and prioritizing with attention to detail.

Preferred attributes:

- Experience using a Content Management System such as EpiServer.
- Experience configuring integrated digital communications tools.
- Familiarity with general public transit operations.
- Familiarity with Pittsburgh and its suburbs.



We offer a comprehensive compensation and benefits package. Interested candidates should forward a cover letter (*with salary requirements*) and resume to:

Missy Ramsey
Employment Department
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Pittsburgh, PA 15222-2527
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