

Content Creation Specialist

Pittsburgh Regional Transit is seeking a Content Creation Specialist to support the agency's Communications Division by delivering engaging rider-centric content that drives brand awareness and educates and converts the public into transit riders and advocates.

A portfolio of work samples is required when applying. Please ensure a link to your portfolio is listed in your resume or is sent directly to Danielle Jacobson at djacobson@rideprt.org.”

Essential Functions:

- This position will help lead Pittsburgh Regional Transit creative storytelling on social, communicating our services, projects, culture, impact on the community through an engaging, social-first lens.
- Conceptualizes, plans, produces, and edits a variety of compelling and original content, including photographs, videos, animations, and other graphics designs for organic and paid media campaigns that extends the reach and amplifies our brand across all digital platforms while aligning with brand guidelines, goals, and objectives.
- Create content that pairs brand voice, tone, and values with trends, campaign strategy, and analytics to make informed strategic decisions.

Job requirements include:

- High School diploma / GED required.
- Three or more years of relevant experience required.
- At least two years’ experience growing a brand’s TikTok, Instagram, and other social media channels.
- Solid project management skills.
- Ability to manage multiple projects, multi-task and effectively prioritize conflicting assignments with minimal supervision.
- Must be a fresh thinker and an excellent storyteller who can write creative copy for scripts, ads, social, blogs, and more.
- A portfolio of work samples/examples is required.
- Two years of photo and video editing experience.
- Strong attention to detail is necessary, as is the ability to juggle a variety of projects at once.
- Proven ability to organize/manage multiple priorities/projects coupled with the flexibility to quickly adapt to ever changing business needs.

Preferred attributes:

- Bachelor's degree in visual arts, communications, or marketing.



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

Danielle Jacobson
Employment Department
345 Sixth Avenue, 3rd Floor
Pittsburgh, PA 15222-2527
DJacobson@RidePRT.org

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