



SHIFT COLLAB ORATIVE

Digital Communications Specialist

Office Location: East Liberty neighborhood, Pittsburgh, PA (currently working remotely due to COVID-19)

Employment type: Full-time

Exempt versus non-exempt: Exempt

Shift Collaborative is looking for a digital communication specialist to join our team in delivering memorable, results-oriented creative for our clients.

At Shift, you'll research and implement a range of online and offline communication tactics, for client campaigns. You'll target client audience segments to generate leads or to drive engagement, helping clients reach their goals. Ours is a team environment, and you'll be working with other communicators, designers, and strategists. We're excited by creativity and guided by research, but most of all we're drawn by curiosity to find new and smart solutions to communications problems.

Our workdays are fast-paced, with a wide-ranging mix of tasks, deadlines, and activities. If you're eager to work in a supportive, engaged team, we are eager to meet you.

Job Duties

- **Website content:** Write and coordinate content across clients including adding content to client websites and optimizing content for SEO.
- **Paid campaigns:** Assist with the development of paid search and display ad campaigns, copy editing and proofreading to ensure error-free digital campaigns; Perform optimization activities on the accounts weekly; Assist digital marketing manager in preparation of monthly reports of activities and narrative analysis.

- **Social media:** Assist with managing various social channels on behalf of clients to reach engagement and awareness goals; Work with digital marketing manager on implementing social media and email communications strategies aimed at increasing engagement on client social channels.
- **Media relations:** Research media coverage and assist with the maintenance of media database.
- **Email marketing:** Develop content for, test, and optimize email campaigns and newsletters.
- **Content creation/curation/optimization:** Assist with writing, creating, editing, delivering and optimizing a range of communications-related materials, including blog content, social media, video, photography, annual reports, brochures, reports.
- **Agency communication:** Track time daily, communicate via Slack, email, and other online tools, and participate in individual and team meetings.
- **Other:** Perform other duties as assigned.

Knowledge, Skills, Abilities

- Minimum of two years of experience in communications, marketing, creative writing, and interactive content management
- Experience in email marketing tools such as Mailchimp or Constant Contact preferred
- Experience with Google Ads required; Google Ads certification preferred
- Excellent written and oral communication skills
- Excellent analytical and presentation skills including handling many assignments simultaneously
- Strong understanding of Google apps, including Google Docs, Google Sheets, and Google Slides in particular
- Flexible and adaptable thinker, with ability to work independently, collaboratively and manage multiple projects and deadlines
- Creativity and resourcefulness with an entrepreneurial attitude
- Ability to stay organized with a strong focus for the details
- Proficiency in managing large amounts of data, and interpreting and extracting meaningful insight from data
- Curiosity for learning opportunities outside of assigned tasks, projects, and day-to-day responsibilities
- Reliable time management skills

Other Important Bits:

- Paid holidays and paid time off
- Health Insurance
- Healthcare savings account (optional benefit)
- Monthly expense stipend
- Commission opportunities and profit-sharing

- Work from home full-time during current “stay at home” order; when normal business resumes, work from home on Tuesdays and in the Pittsburgh office other days

How to Apply

In your cover letter, show us who you are as a potential team member. Tell us how you see yourself, the work, and this opportunity. Great writing is important to us, so use the opportunity to be creative and clear. Please tell us:

- Why do you want to work in digital communications?
- Why do you want to work at Shift and not somewhere else?
- Tell us about a time when you needed to learn something new to get work done; how did you approach it and what was the outcome?

In a separate document please answer the following questions. A concise answer is going to be better than a long one here; four or five sentences at most will do the trick.

1. What questions would you ask a client who wants to use social media to get the word out about a new product they are launching?
2. Share an example of a time when you needed to answer a question using data analysis. How did you approach it?
3. Tell us about a digital communications campaign or project you worked on, and how you made it successful.

DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.