



**Position:** Digital Communications Specialist

**Positions Available:** One Full-Time Position, Non-Exempt, Salaried

**Location:** Pittsburgh, PA

**Reports to:** Director of Marketing & Community Outreach

**Deadline:** May 7, 2021 - Open until filled

**Compensation:** \$36,000

The **Digital Communications Specialist** will work to increase the visibility and adoption of the **Healthy Ride** bike share system and promote active transit throughout the City of Pittsburgh. Specifically, the Digital Communications Specialist will engage the organization's networks by producing timely and strategic content for the Healthy Ride's social media and digital platforms with an emphasis on rider engagement and increasing ridership. The ideal candidate will be skilled in graphic design and be able to convey the Healthy Ride brand visually through all channels. The Specialist will work directly with the Director of Marketing and Community Outreach to develop campaigns that advance the mission of Pittsburgh Bike Share and coordinate other programmatic tasks as needed to support the Healthy Ride program.

## **DUTIES & RESPONSIBILITIES:**

### GRAPHIC DESIGN & MULTIMEDIA

- Plan and implement projects that use photo, video, and/or multimedia storytelling to support the Healthy Ride program. Potential projects could include producing short web videos or infographics on timely issues, supervising design consultant work, and designing flyers
- Design marketing materials that convey the Healthy Ride brand
- Produce station signage and graphics as needed to support customer fluency in utilizing the Healthy Ride system
- Administer organizational website, including overseeing the production of new content, site maintenance, and keeping all content current and up to date
- Visually document bikes rides and events, and coordinate with contractors to capture imagery to be used in campaigns and promotions
- Organize and archive all photography and multimedia content

### STORYTELLING & CONTENT CREATION



- Produce written and visual/multimedia content for digital newsletter, website, and social media networks to raise the visibility of Healthy Ride
- Develop and post regular content for Facebook, Twitter, and Instagram with a focus on increasing engagement and growing followers
- Maintain the content calendar across all social media and communications platforms
- Creatively support the implementation of new and ongoing program initiatives

## CAMPAIGN COORDINATION

- Implement and evaluate campaigns that will increase engagement and system ridership
- Track, record, and report on impressions, engagements, and visits across all digital platforms
- Manage the Communications and Campaigns Calendar in alignment with organizational goals and strategy
- Maintain the Healthy Ride brand across all system platforms, advertising, and communications channels
- Develop and incorporate new communications tools and creative dissemination strategies to strengthen Healthy Ride's programming
- Track news coverage of Pittsburgh Bike Share, Healthy Ride, and its key issues
- Keep track of current issues and strategies in the shared economy industry, social media, and marketing communications

Other duties as assigned; may include, but not limited to, attending outreach events, organizing and attending bike rides, etc.

## QUALIFICATIONS:

- Experience using various social media platforms and knowledge of social media engagement strategies
- Demonstrated ability to write and edit clear, engaging, and grammatically correct content
- Demonstrated oral communication and interpersonal skills sufficient to convey information in a clear, concise way, synthesizing information and presenting it to others
- Graphic design skills and video/multimedia production
- Experience with Adobe Creative Suite, Wordpress, Hootsuite, and MailChimp



- Creative thinking and proven systematic organizational skills to work independently without supervision, determine workload priorities to complete work in a timely manner, and identify and resolve problems
- Proven skill at working in a collaborative environment, including interpersonal skills to interact sensitively with colleagues, students, community members, and workers from diverse social, cultural, and educational backgrounds
- Strong visual eye
- Enthusiasm for bike share and a commitment to alternative transportation modes
- An equivalent combination of education and experience that is equal to graduation from college and two years of related experience in a field relevant to communications, public relations, marketing, or journalism

## **WORKING CONDITIONS:**

The position requires:

- Schedule flexibility, including occasional weekend and evening work
- Possibility of travel for conferences, outreach events, and partner collaborations
- Communication and coordination with international vendors and partners

## **BENEFIT HIGHLIGHTS:**

- Affordable medical, dental, and vision insurance options for employees and their families
- 401k with up to 3% employer match after one year of employment
- 15 days PTO + 11 company holidays per year
- Free bike share membership

To apply, please submit **resume** and **cover letter** to [jobs@pghbikeshare.org](mailto:jobs@pghbikeshare.org)

*Bike Share Pittsburgh is an equal opportunity employer, committed to hiring and supporting a diverse workforce. Qualified individuals who bring diverse perspectives and represent marginalized communities are especially encouraged to apply.*

*Equal Opportunity Employer M/F/V/D*