



1100 Bent Creek Boulevard, Mechanicsburg, PA 17050
O: 717-763-5724 | F: 717-763-1057 | www.LeadinAgePA.org

TITLE:	Digital Communications Specialist
LOCATION:	1100 Bent Creek Boulevard, Mechanicsburg, PA 17050
JOB SUMMARY:	<p>Perform creation and implementation of all forms of digital communication and marketing for LeadingAge PA to provide members and related parties with relevant, engaging, and consistent information that align with the LeadingAge PA's brand, mission, and strategic priorities. Assists the Senior Director, Marketing and Communications in establishing, executing, and maintaining consistent internal and external brand messaging strategy to elevate association awareness and promote key messages and policy priorities. Develop engaging and meaningful content for digital communications. Coordinate communications deadlines and provide technical and creative assistance. Conduct LeadingAge PA's communications, including email newsletters, social media content, blog, website, event marketing, and digital publications. Create, strategize, and place digital marketing contents for the LeadingAge PA's events and priorities. Maintain and expand LeadingAge PA's social media accounts and monitor online presence with an eye toward engagement and reputation management. Utilize analytics to inform recommendations and measure effectiveness of social media strategy, website, and email communications. Oversee and update LeadingAge PA's website; work with vendors and service providers to ensure functionality, effectiveness, and consistency of online communications and web presence. Serve as technical support resource to members requiring assistance with website navigation, creation of website accounts, and access to specific information contained in website. Troubleshoot integrations between email marketing systems, content management systems, and association management systems. Assist in the development of the annual budget and adhere to budget parameters as it relates to marketing and communications efforts. Assist with social media related graphic design elements, including media, email newsletters, and website. Utilize email marketing software to create email content and manage email contacts; perform digital analytics reporting using Google Analytics; utilize social media marketing platforms to create and schedule social media content and place digital advertisements; perform oversight of company website to optimize it for SEO and user experience; and utilize Graphic design applications, including Canva, and Adobe.</p>
EDUCATION/ REQUIREMENTS:	<p>Bachelor's degree, or foreign equivalent, in Communications, or a related field; Must have 3 years of experience with: utilizing email marketing software to create email content and manage email contacts; performing digital analytics reporting using Google Analytics; utilizing social media marketing platforms to create and schedule social media content and place digital advertisements; performing oversight of company website to optimize it for SEO and user experience; and graphic design applications, including Canva, or Adobe.</p> <p>In lieu of a bachelor's degree or foreign equivalent, will accept an additional two (2) years of experience in all skills noted above.</p> <p>Remote work permissible up to 60% (maximum of 3 days per week), though must live in the area of Mechanicsburg, PA and work on-site whenever requested by supervisor and attend mandatory in-person events.</p>
SALARY:	\$59,675 - \$65,000 per year

To apply, send resumes to **Katie Andreano** at kandreano@leadingagepa.org ; please include reference code 434514