



Agency: Patient Safety Authority (83)

Title: Communications Specialist

Type of Job: Non-civil service/Management

Work Hours: 8:00 a.m. – 4:30 p.m.

Type Position: Perm/FT

Work Location: Remote

Reports to: Manager, Communications & Publications

Supervisor Position: N

The Commonwealth of Pennsylvania, Patient Safety Authority is proud to be an equal opportunity employer supporting workplace diversity.

JOB DESCRIPTION

Summary/Objective:

The Pennsylvania Patient Safety Authority is seeking a Communications Specialist to assist with brand development and publications. (S)he will be an integral member of the team by developing content, growing the Authority's online presence, and coordinating daily operations.

Essential Functions:

1. Develops dynamic written, graphic, and video content for social media platforms, Authority publications, and marketing campaigns
2. Works as part of a team to develop marketing campaigns
3. Manages Authority social media channels, including Facebook, LinkedIn, Twitter, Instagram, and other relevant platforms
4. Analyses and reports audience information and demographics, and success of existing marketing campaigns, website traffic, and social media platforms
5. Creates social media presence on new and emerging social media platforms
6. Proposes new ideas and concepts for marketing campaigns and social media content
7. Optimizes content following search engine optimization (SEO)
8. Provides administrative support for Authority communications and publications, including the journal and annual report
9. Liaises with members of the journal's Editorial Board
10. Other duties as assigned

Standard Competencies:

1. Learning orientation
2. Organizational skills
3. Thoroughness
4. Teamwork orientation
5. Collaboration skills
6. Communication proficiency (verbal and written)
7. Staff/Client focus
8. Discretion

**Minimum Experience/Training:**

1. Bachelor's Degree required (Healthcare, Business, Marketing, Communications degrees preferred). Internal candidates currently pursuing a bachelor's degree may be considered if all other qualifications are met and degree is completed within four years of position offer.
2. Minimum three years' experience
3. Familiarity with various social media platforms (e.g., Facebook, Twitter)

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. The employee is frequently required to stand; walk and reach with hands and arms. At times, this job may require lifting boxes of materials, computer/audio-visual equipment and transported via a handcart.

Hours of Work:

Some flexibility of hours is allowed, but the employee must work 37.5 hours each week to maintain full-time status. Occasional evening and weekend work may be required as job duties demand.

Travel:

Occasional day travel is required. Some out-of-area and overnight travel may also be expected.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.