



Digital Communication Specialist

Reports to Director of Marketing and Community Outreach

Job Purpose

The **Digital Communication Specialist** will work to increase the visibility of the **Healthy Ride** bike share system and promote active transit throughout the City of Pittsburgh. Specifically, the Digital Communication 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

- 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
- 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 and site maintenance
- 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



- Support the implementation of new program initiatives.

Qualifications

Required:

- 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
- 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
- Graduation from college and two years of related experience in a field relevant to communications, public relations, marketing, journalism; or an equivalent combination of education and experience
- Graphic design skills and video/multimedia production
- Experience with Adobe Creative Suite, Wordpress, Hootsuite, and MailChimp

Working Conditions

The position requires:

- Schedule flexibility, including occasional weekend and evening work
- Possibility of travel for conferences and partner collaboration
- Communication and coordination with international vendors and partners
- The ability to lift 50lbs repeatedly



Position Details

- Position type: Full Time, non-exempt
- Location: Pittsburgh, PA
- Benefits: Health insurance including vision and dental, paid time off, employer matched 401k after one year of employment, unlimited free use of bike share system.
- Salary: \$30,000

To apply, please submit resume and cover letter to jobs@pghbikeshare.org