



WLVT-PBS39 Job Description

Title: Director of Marketing

Department: Marketing

Reports to: Vice President of Marketing

WANTED: A positive, creative and forward looking marketer. A bright creative doer, who can both conceive and execute marketing plans in support of PBS39 initiatives. This newly created position will be an integral, valued member of the PBS39 Team.

ORGANIZATION BACKGROUND

- WLVT-PBS39 is a 50-year young non-profit located 90 minutes from Manhattan and 60 minutes from Philadelphia in the rapidly growing Lehigh Valley of Pennsylvania. The organization is beginning an exciting new era called WLVT 3.0, and seeks appropriate management and leadership for these transformational new enterprises that will ensure a community that is engaged, inspired and vibrant. In addition, PBS39 continues several long-time series and specials that have just recently been nominated for 10 Emmy Awards.
- Mission Statement: PBS39 acts as the catalyst to promote civic engagement, and to fulfill the regional needs of the Greater Lehigh Valley through its dynamic communication platforms and resources.

WORKING CONDITIONS

- Office hours scheduled but flexible – and in arguably the coolest space you have ever worked.

MINIMUM YEARS AND TYPE OF EXPERIENCE NEEDED TO QUALIFY FOR THE POSITION

- 3 – 5 years of marketing management experience is required.
- Public television experience is strongly preferred.

MINIMUM DEGREE/TRAINING REQUIRED TO PERFORM POSITION'S RESPONSIBILITIES

- Bachelor's Degree required, Masters welcome.
- Marketing, Communications or other related majors preferred.
- Excellent communication skills, strong writing and editing skills required. Must be a confident, customer-oriented, driven and dynamic leader, with a proven track record of success in a marketing or communications role.
- Excellent organizing, interpersonal, analytical and creative thinking skills are required.
- Must have a current understanding of general and digital marketing techniques and best practices (e.g. Marketing 3.0, Geofencing, location based SMS.)
- Must have a firm grasp of web and social analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords.

MAJOR JOB RESPONSIBILITIES:

- Execution of the company's marketing strategies – including, but not limited to:
 - Campaigns

- Events
- Web
- Digital Marketing
- Digital Content
- Public Relations

KEY FUNCTIONS

- With the VP of Marketing develop a progressive, comprehensive marketing plan including budgets and performance indicators.
- With the VP of Marketing identify, plan, and execute marketing initiatives based on the company's strategic business and marketing plans.
- Establish and maintain strong community partnerships to enhance PBS39 marketing efforts.
- Manage the organization's collective impact partnerships and initiatives.
- Develop and execute marketing initiatives to promote specific programming, events (fundraising, outreach, broadcast or otherwise) and series with publicity and promotion.
- Development and execution of PBS39 branding and marketing campaigns:
 - Media releases.
 - Copy for print, web, social and on-air collateral.
 - Community and business to business communications.
 - Ongoing reporting for all general marketing and digital initiatives.
 - Focus groups, surveys and reporting related marketing initiatives.
- Work closely with departments to define marketing needs for organization programs and initiatives.
- Assist in the management of the organizations digital presence and the development of programs to improve social media reputation and recognition.
- Develop marketing staff by recruiting, selecting, orienting, and training team members.
- Manage assigned marketing staff & guide day to day activities of the Marketing Team:
 - In partnership with Human Resources, enhance and maintain marketing staff performance by mentoring & counseling team members; planning, monitoring, and appraising job results.
 - Develop marketing staff by providing training, information, educational opportunities, and experiential growth opportunities, to enhance and protect the PBS39 brand.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Assist in all activities, events and station functions requested by VP of Marketing.

JOB RESPONSIBILITIES

- Perform other duties as assigned – and they will be varied and myriad!

To Apply:

- *No phone calls, please.*
- Please send to wlvtagglicant@wlv.org:
 - Resume
 - Cover letter
 - Work sample
 - References
- If using snail mail send to PBS39 Attn: Director of Marketing Position. 839 Sesame St. Bethlehem, PA 18015.

WLVT-PBS39 is an equal opportunity employer.