



**Blender Inc.
Integrated Marketing Associate
Job Description**

About Blender

Blender, Inc., is Pittsburgh's leading integrated marketing firm specializing in work with non-profits, arts organizations and educational institutions. We've taken our combined decades of results-driven marketing work in the corporate, commercial, and retail industries and blended it with heart for our community. That's why Blender is like no other advertising agency in Pittsburgh. Learn more at www.blenderadv.com.

At Blender, Inc., the selected candidate will join an experienced team of innovative communicators to produce powerful, results-oriented work. The individual will assist in the development and management of social media, public relations and digital strategies and plans and tactics for a variety of clients. Potential for growth within the company.

Qualifications

- Graduated with a Bachelor's Degree in marketing, communications, public relations, or a related field
- 2-3 years of experience
- A positive, enthusiastic, self-starter with a strong desire to do good
- Ability to work in a fast-paced environment
- Experience in: Public Relations, Social Media, Analytical Reporting, Non-profit Communication, Writing and Editing
- Must possess a strong attention to detail and the ability to manage various assignments for multiple clients at once
- Excellent time management and organizational skills
- Passionate about finding new and interesting ways to tell stories
- Personally and professionally comfortable with social media
 - Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube
- Strong communicator (written and verbal) with a solid understanding of media relations
- Comfort and ability to work both independently and as part of a team

Responsibilities

- Social Media
 - Draft content calendars
 - Assist in social media reporting
 - Monitor various client channels and report on activity
- Public Relations
 - Draft press releases, media advisories, feature-style articles, talking points, newsletter content, blogs, and other written projects as assigned
 - Build media lists using Meltwater and other research tactics
 - Track media hits and create reports
 - Post upcoming events to local sites

- Develop relationships with the media and pitch stories
- Other
 - Provide preliminary research to inform campaigns
 - Development of initial content for various clients and platforms
 - Assist with developing integrated marketing plans
 - Attend events on clients' behalf: give additional support to PR and social teams

Interested candidates should submit their cover letter, resume, and three writing samples to Katy Shoff (katy@blenderadv.com) and Ashley Macik (ashley@blenderadv.com) by March 31, 2020.