**JOB TITLE:** Administrative Specialist for Marketing & Communications

**COMPANY NAME:** Gettysburg Foundation

**COMPANY LOCATION:** 1195 Baltimore Pike, Gettysburg PA 17325

**JOB STATUS**: Full-Time

**JOB DESCRIPTION:** THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:
Administrative
• Works to capture and log articles on a regular basis, keeping digital and print clip files current and complete
• Organizes and maintains the Foundation’s media and photography archives
• Produces media and advertising tracking and reports on strict schedules
• Produces and distributes press packets and other media materials
• Cultivates relationships with the Foundation’s Departmental staff and volunteers as directed; coordinates coverage for seasonal features, programs and other events in print and online
• Creates and maintains Foundation and Departmental calendars
• Coordinates community and media editorial calendars to ensure they are updated with current, accurate Foundation information; captures and reports entries
• Coordinates all travel, meeting, event scheduling and logistics for the Department
• Organizes and manages inventory/reporting system for all marketing department materials such as brochures, posters, travel show materials
• Creates, submits and tracks all Departmental purchase orders, expenditures and invoices to the Finance Department

Media Relations
• Fields media requests and disseminates project information via phone and email internally and externally
• Manages the coordination of film and photography shoots for the Foundation; serves as onsite contact when necessary
• Manages Foundation media lists to ensure accuracy of contact information and coverages
• Assists with the creation and distribution of press releases, reporting results
• Assists with representing the Foundation at press and community events

Marketing and Communications
• Assists in developing/tracking/reporting the Foundation’s online presence and other new media venues
• Works with Web and Social Media Specialist to create and manage the Foundation’s Flickr pool, Instagram, Facebook, and other social media, including on-going outreach and permissions for photo use
• Maintains the Gettysburg Families email newsletter list
• Tracks and reports statistics for all marketing and communications outreach/activity (working with Web and Social Media Specialist)
• Responds to requests and comments sent to the Marketing and Communications Department via mail, email or telephone

THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS

**JOB QUALIFICATIONS:** EDUCATION/SPECIAL SKILLS/EXPERIENCE:
• Superior time management, organizational, and oral and written communications skills
• Ability to communicate clearly, concisely and persuasively both verbally and in writing
• Comfortable with office technology and expert knowledge of Microsoft Office Suite: Outlook, Word, Excel, PowerPoint
• Possess great project management skills/ability to adapt & reprioritize projects to ensure deadlines are met
• Excellent interpersonal skills that engender mutual respect and cooperation with all levels of internal and external stakeholders
• Attention to detail and a high level of accuracy and confidentiality in data entry, correspondence and interactions with all stakeholders
• Ability to maintain a professional appearance and manner
• Must be self-motivated, detail-oriented, energetic
• 1-3 years previous experience in an office environment

**WAGE:** Competitive

**WORK SCHEDULE:** Daytime

**APPLY AT:** sgrim@gettysburgfoundation.org