

Communications Director

Township of Moon - Township of Moon, PA 15108

POSITION SUMMARY

The Communications Director coordinates and executes the communications strategy for Moon Township and its cable television station Moon Community Access Television. This individual serves as the primary copywriter for Moon Township and strives to increase the visibility of both Moon Township and MCA-TV by communicating across a variety of mediums, including television, print, website and social media. The township's primary audiences include current and potential residents, visitors, businesses and developers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinate all print and online communications for Moon Township and Moon Community Access Television
- Write and generate content for press releases, websites, newsletters, brochures and other informational materials for Moon Township and MCA-TV
- Manage media relations for both Moon Township and MCA-TV
- Write, edit and coordinate distribution of quarterly print newsletter, monthly e-newsletter and other township publications
- Work with all township departments to ensure that program and event information is communicated in a timely and consistent manner across all available outlets
- Update township and MCA-TV websites and social media accounts
- Coordinate and recruit MCA-TV volunteers and lead the station's community outreach efforts
- Produce and host a monthly township news program for MCA-TV
- Assist with township and MCA-TV special event coordination
- Build sponsorship relationships with community businesses to support township events and initiatives
- Attend all Moon Township's public Board of Supervisors meetings to stay current on township initiatives and policies

EXPERIENCE AND SKILLS

- Ability to effectively communicate, both orally and in writing, to a variety of constituencies
- Strong interpersonal and organizational skills
- Comfortable undertaking on-camera roles for MCA-TV
- Ability to manage multiple projects simultaneously
- Degree in public relations, journalism, communications or other related major
- 1-2 years of experience in public relations, journalism or related field
- Demonstrated writing experience
- Knowledge of Microsoft Word and Publisher and general computer literacy
- Knowledge of Adobe Photoshop, Dreamweaver and InDesign is preferred

Qualified applicants should submit resume and salary requirements to Jeffrey Ziegler, Assistant Township Manager, at 1000 Beaver Grade Road, Moon Township, PA 15108.