

**Urban Redevelopment Authority****DEPARTMENT: Executive****POSITION: Communications & Marketing Specialist****Grade: 12**

The Communications and Marketing Specialist is responsible for (assisting to) implementing the overall marketing strategy for the Urban Redevelopment Authority of Pittsburgh (URA). The Communications and Marketing Specialist will work under the URA's Chief Communications Officer to implement major media and advertising campaigns, marketing programs, and various special projects. The Communications and Marketing Specialist will also work under the Innovation and Entrepreneurship Strategist to execute projects, programs, and events.

**Communications Job Responsibilities Include:**

- Help develop and implement URA's overall marketing strategy, including the illustration and printing of publications
- Manage contracts with various advertising outlets, designers, and other marketing professionals as necessary and all associated budgets
- Manage contracts with various marketing and support organizations and affiliates as necessary and all associated budgets
- Monitor and update content for the URA's online marketing products, including [ura.org](http://ura.org), [launchpgh.com](http://launchpgh.com), [pittsburghcityliving.com](http://pittsburghcityliving.com) and various other social media outlets.
- Consult with development officers and program managers to generate opportunities to promote department programs, services, and clients
- Collect data and reviews materials for media relations use
- Assist Chief Communications Officer in response to media inquiries and monitoring media coverage
- Assist Chief Communications Officer in providing information to media outlets by generating news releases, holding press conferences
- Assist Chief Communications Officer in the writing and editing of the URA monthly e-news letter
- Prepare, review, and edit releases, newsletters, publications, and scripts as needed.
- Manage the Pittsburgh City Living Initiative including website, volunteer ambassador program, real estate education program, social media, marketing and other program elements as developed
- Manage URA signage initiative, collaborating with development officers and directors to identify opportunities for project signage
- Identify problems and develop, propose and implement approved solutions
- Communicate effectively, both orally and in writing
- Comprehend data and technical information
- Establish and maintain effective working relationships with administration, associates, outside agencies and the general public
- Assist the Innovation and Entrepreneurship Strategist with communication to various stakeholders
- Manage responses to [Launchpgh.com](http://Launchpgh.com) inquiries
- Assist with Power Up innovation and entrepreneurship projects, including, but not limited to Steel City Code fest, [LaunchPGH.com](http://LaunchPGH.com) and Project Connect
- Identify opportunities to expand and enhance current social media efforts
- Assist with marketing of URA properties, including RFP formulations and digital dissemination
- Perform other duties as assigned

**Qualifications**

- Bachelor's Degree (Master's preferred) in Communications, Journalism or a related field
- Five years of demonstrated success establishing and managing public relations, brand communications and media point-of-of contact
- Other combinations of experience and education that meet the minimum requirements may be substituted.
- Excellent organizational skills
- Excellent communication skills, including verbal, written and public speaking

- Web-related skills including proficiency in all forms of social media
- Marketing and market analysis experience
- Experience working with WordPress
- Ability to create project plans
- Understanding of basic website design methodology (experience with html a plus)
- Computer proficiency in Microsoft WORD, EXCEL, and PUBLISHER

**The Urban Redevelopment Authority is an equal opportunity affirmative action employer. All qualified applicants will receive consideration without regard to race, religion, color, sex, age, national origin, ancestry, disability, sexual preference, political and or union affiliation. Applicants must be a City of Pittsburgh resident, or become one as a condition of employment at the Urban Redevelopment Authority.**

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