

Discover your opportunity at **BLD Marketing**

LOCATION	Pittsburgh, PA
TITLE	Content Specialist
ROLE	Full-time position focused on PR, content, and fostering beneficial media relationships for BLD and our clients.
REPORTS TO	Director of Content Marketing

RESPONSIBILITIES

- Client contact
- Writing and editing press releases and feature stories for distribution to trade media outlets
- Writing and editing Native Content and other online content
- Interviewing clients, their customers and business associates
- Internet research to supplement client-supplied information
- Developing and maintaining relationships with editors
- Contributing to social media content
- Monitoring trade editorial calendars and submitting appropriate news and photos
- Monitoring and reporting editorial coverage to clients
- Using CISION media database to create and maintain media lists
- Other agency copywriting as needed

QUALIFICATIONS

- 1-2 years experience in public relations (preferably in an agency environment), including client contact, media relations, social media and writing
- Experience in B2B and the building products industry a plus
- Excellent written and verbal communications skills required, including the rules of style, punctuation, spelling and grammar
- Strong attention to detail and ability to manage multiple projects a necessity
- Familiarity with AP Style, CISION media database a plus

EDUCATION REQUIREMENTS

- Bachelor's degree in journalism, public relations or communications

ABOUT BLD

Located in Pittsburgh, PA, BLD is an ROI-based, full-service strategic marketing company serving building product manufacturers exclusively throughout North America and abroad. We offer a comprehensive portfolio of strategic marketing services and implementation capabilities to help our client companies achieve growth, efficiency, and profitability.

TO APPLY Submit cover letter, resume, and references to careers@bld-marketing.com.



BUILDING MARKET LEADERS