

Discover your opportunity at **BLD Marketing**

LOCATION Pittsburgh, PA
TITLE PR/Content Marketing Specialist
REPORTS TO Senior VP of PR and Content Marketing

THE SUCCESSFUL CANDIDATE:

- Is a tenacious self-starter who can handle multiple initiatives simultaneously.
- Is able to excel in a team environment and on his/her own.
- Is dedicated to the very highest standards as they apply to quality of work and client service.
- Has one to three years of experience in public relations and communications in an agency, corporate, or nonprofit setting.
- Has earned a bachelor's degree in public relations, communications, marketing, journalism or a related profession.

IN ADDITION, THE SUCCESSFUL CANDIDATE:

- Possesses an understanding of the practice of modern public relations and content marketing, how all the media channels (earned, owned, and paid) intersect, and how they can be integrated to achieve a client's PR and content marketing objectives.
- Can identify a communications opportunity or challenge and can contribute to developing and executing a strategy and the right tactics to achieve success.
- Has demonstrated writing skills that can be applied to news release writing, media pitch development, content marketing, case studies, byline articles, project profiles, etc.
- Can conduct story-mining exercises to find, develop, cultivate, and then tell compelling stories on behalf of clients.
- Has experience conducting media pitching that leads to earned media placements for a client.

ABOUT BLD

BLD Marketing is a results-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad. BLD offers a comprehensive portfolio of strategic marketing services and implementation capabilities to help client companies achieve growth, efficiency, and profitability. Employees work in a collaborative, creative environment focused on delivering outstanding results to the agency's clients and enjoy a full complement of benefits, including work-from-home opportunities, PTO, a 401-K program with employer contributions, and health/vision/dental benefits. For more information on the agency, visit www.bld-marketing.com.

TO APPLY Submit a cover letter, resume, and two writing samples to Jeff Donaldson at jeff.donaldson@bld-marketing.com. No phone calls please.

