



## Digital Communications Specialist

Office Location: Remote, with access to a co-working space in the East Liberty Neighborhood of Pittsburgh  
Employment type: Full-time  
Compensation type: Salaried, Exempt

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Shift Collaborative is looking for a Digital Communications Specialist to join our team to manage paid digital campaigns and search engine optimization strategies across a diverse mix of clients.

Ours is a team environment, and you'll be working with designers, writers, digital specialists, and strategists. We're excited by creativity and guided by research, but most of all we are drawn by curiosity to find new and smart solutions to communications problems.

The workdays are fast-paced, with a wide-ranging mix of tasks, deadlines, and activities. If you're eager to work in a supportive, engaged team, we are eager to meet you.

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### More About You

- You are well-versed in the basics of search engine marketing (SEM) including pay-per-click campaigns (PPC) and search engine optimization (SEO).
- You get a real kick out of data analysis and relish the opportunity to apply the insights to improve campaigns.
- You enjoy communicating and working with a variety of personality types.
- You have a keen attention to detail and know when something needs to be changed or refined further.
- You thrive when working and collaborating as part of a multidisciplinary team.
- You are flexible, especially in a moment where a client or team member throws you a curveball such as changing the scope or moving a deadline.
- You are motivated to solve problems and to help clients meet or even exceed their goals.

- You are local to the Pittsburgh area, but comfortable working in a remote environment.

## Job Duties

- **Website content:** Write and coordinate content across clients including adding content to client websites and optimizing content for SEO.
- **Paid campaigns:** Assist with the development of paid search and display ad campaigns, copy editing and proofreading to ensure error-free digital campaigns; Perform optimization activities on the accounts weekly; Assist integrated marketing manager in preparation of monthly reports of activities and narrative analysis.
- **Social media:** Assist with managing paid campaigns in social media in collaboration with the integrated marketing manager.
- **Email marketing:** Develop content for, test, and optimize email campaigns and newsletters.
- **Content creation/curation/optimization:** Assist with writing, creating, editing, delivering and optimizing a range of communications-related materials, including blog content, social media, video, photography, annual reports, brochures, reports.
- **Agency communication:** Track time daily, communicate via Slack, email, and other online tools, and participate in individual and team meetings.
- **Other:** Perform other duties as assigned.

## Knowledge, Skills, Abilities

- Minimum of two years of experience in communications, marketing, creative writing, and interactive content management
- Experience in email marketing tools such as Mailchimp or Constant Contact
- Experience with Google Ads required; Google Ads certification preferred
- Excellent written and oral communication skills
- Excellent analytical and presentation skills including handling many assignments simultaneously
- Strong understanding of Google tools, including Google Search Console, Google Tag Manager, Google Docs, Google Sheets, and Google Slides
- Flexible and adaptable thinker, with ability to work independently, collaboratively and manage multiple projects and deadlines
- Proficiency in managing large amounts of data, and interpreting and extracting meaningful insight from data
- Curiosity for learning opportunities outside of assigned tasks, projects, and day-to-day responsibilities
- Reliable time management skills
- Must own a reliable laptop/computer to use for work

## Salary Range

\$42,000 - \$45,000

## Other Important Bits

- The co-working space is a dedicated office space in the East Liberty neighborhood of Pittsburgh, PA
  - Group meetings and training sessions at the office may be required occasionally
  - Paid holidays and paid time off
  - Student loan repayment benefit
  - Medical, dental, vision insurance (50% paid by company)
  - Monthly expense stipend
  - Commission opportunities and profit-sharing
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## How to Apply

Include a cover letter that demonstrates who you are as a potential team member. Tell us how you see yourself, the work, and this opportunity. Great writing is important to us, so use the opportunity to be creative and clear.

In the cover letter, please tell us:

- What do you enjoy about digital marketing?
- Why do you want to work at Shift and not somewhere else?
- What was a situation for which you needed to learn something new to get work done, and how did you approach it?

Please supply a separate document answering the following questions. A concise answer is going to be better than a long one here; four or five sentences will be fine.

1. What questions would you ask a client who wants to generate more inquiries from their website?
2. Tell us about a paid campaign you managed - what were the parameters and what were the results?

We will respond to qualified applicants with next steps.

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### DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is "at will" or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.

