
EMPLOYMENT

Pica Design + Marketing is an award-winning creative services agency located in Belfast, Maine. For the past 12+ years, we have worked with influential organizations and businesses across Maine and beyond. We use our collective talents to challenge convention and develop custom design and marketing solutions that create appreciable impact for our clients. This is how we make a difference.

Job description:

Marketing/Communications/PR Manager
Full-Time

Job summary

The Marketing and Public Relations Manager works directly with Pica Design + Marketing clients and staff to accomplish PR and marketing objectives:

- Develop strategies; set public relations and marketing goals; identify challenges; recommend programs and solutions; and pitch stories and events to regional, state-wide and national media on behalf of business and nonprofit clients.
- Provide insight through research and analysis during the development of marketing strategy; direct marketing and PR planning; work collaboratively with clients and staff to implement marketing strategies and public relations activities.
- Manage project objectives and budgets, coordinate communications, and obtain approvals during the design and production of deliverables.

Principal responsibilities include:

- create, implement and measure the success of marketing strategies for the launch of new products, services, and programs; re-branding campaigns; and ongoing advertising and PR campaigns
- develop core messaging for companies and nonprofits, including mission statements, taglines, and other brand-related communications
- plan marketing campaigns for products, services and programs for businesses and nonprofit organizations
- work collaboratively with clients and staff to implement strategic public relations and marketing programs
- write business communications, such as marketing and public relations plans

- write marketing copy for brochures and websites; draft and edit press releases, eNews and social media messages
- write advertising copy for online and print campaigns to promote products, services and programs
- conduct market and other research, as necessary, to define target audiences and determine best methods of outreach
- support project managers & staff as needed with proofreading, client communications and business development proposals
- represent company at local and regional networking events

Qualifications

The ideal candidate will hold a BA in marketing, communications or a related field and have 5 years of professional experience working in public relations and/or marketing. Demonstrated success in the development and execution of PR and marketing campaigns, strong written and interpersonal communications skills, and computer literacy are required.

Who should apply?

Pica Design + Marketing is looking for an experienced Marketing, Communications and PR Manager to work with our team. We seek an individual who is passionate, enthusiastic, dedicated and creative, and who can work within a collaborative team environment. If you have experience and knowledge in PR and marketing, enjoy working with people, have a positive attitude and want to join a fast-paced, upbeat working environment, please send your application to jobs@picadesign.com with the following information:

- Cover letter, Brief bio and Resume (PDF, Word or RTF document)
- Samples of completed work
- Three References

All applicants welcome; preference will be given to local candidates.