

Job Posting | Public Communications Inc.



Job Title: Digital Marketing Specialist

Salary: \$60,000

Classification: Non-Exempt

Work Location: Hybrid (Works both in the office 1 to 2 days a week and remotely with some on-site at clients and events as determined by supervisor)

Office Location: 161 N. Clark St., Suite 2050, Chicago, IL 60601

About PCI:

Public Communications Inc. (PCI) excels as a national communications agency driven by a purpose – to make a positive difference for our clients and community. More than 60 years after our founding, we remain proudly independent and focused on providing results-oriented, measurable communications services. Our experienced 30-member team includes senior counselors, strategists, media relations experts, digital strategists, writers, and planners. We are based in Chicago and extend our reach across the United States and globally to help clients meet their goals through strategic planning, creativity, and collaboration.

Summary of Role:

We seek a digital marketing professional well-versed in multi-channel campaigns across social media, web, and digital advertising platforms for purpose-driven clients. The Digital Marketing Specialist is responsible for supporting multiple client accounts and ensuring the development and execution of effective digital marketing campaigns alongside other digital team members. The Digital Marketing Specialist serves as a key contact for clients, providing strategic counsel, implementing day-to-day activities, and ensuring the overall success of campaigns. This role involves both leadership and hands-on execution, balancing client relationships, project management and cross-team collaboration.

We are looking for someone who is passionate and excited about implementing PCI's vision and that of its clients in this role.

Specific Responsibilities:

- Develop and lead comprehensive digital marketing strategies tailored to client objectives, ensuring seamless channel integration.
- Own and implement advanced digital campaigns, leveraging tools like Sprout Social, Meta Business Suite and Google Analytics to maximize performance.

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- Lead the execution of dynamic social media programs across platforms (Facebook, X, Instagram, TikTok, LinkedIn, YouTube, Threads and more), ensuring brand consistency and audience engagement. This includes content development, community management, and auditing social media presences to help inform strategic social media plans.
- Produce and edit high-quality, multi-format content, including videos, graphics and blog/web content, aligning with clients' messaging and goals.
- Conduct SEO audits and infuse keywords within content to optimize websites for search visibility.
- Implement website content updates, ensuring brand voice, design, and functionality consistency.
- Track and analyze campaign performance, producing and presenting detailed reports with actionable insights for internal teams and clients. Continuously refine strategies based on performance data, ensuring optimal results for clients.
- Support client communications and project management through regular meetings and email/phone communications, ensuring their needs are met and building strong, trusted relationships with strategic insights and actionable recommendations.
- Stay ahead of industry trends, emerging platforms, and technological advancements to position clients as leaders in their markets; participate in agency training by developing internal presentations or tip sheets.
- Collaborate with cross-functional teams to ensure campaign alignment with broader marketing goals and strategic ideation.
- Other duties as assigned.

Experience and Skills Requirements:

- 3+ years of professional digital marketing experience, preferably in an agency setting.
- Intricate knowledge and experience using major social media platforms, including Facebook, X, Instagram, TikTok, YouTube and LinkedIn, and natural curiosity in exploring emerging platforms like Threads, Bluesky and more.
- Experience managing social media communities, developing engaging content and facilitating meaningful connections with followers.
- Experience with short-form video editing for web and social media platforms.
- Working knowledge of SEO best practices and implementation.
- Strong organizational and project management skills with the ability to manage multiple workstreams and proactively communicate around deadlines.
- Proven ability to foster and participate in a collaborative team environment.
- Familiarity with AP style and writing for the web.

Experience and Skills Preferred:

- Video production
- Influencer marketing
- Email marketing
- Experience in strategizing and managing paid advertising campaigns (Google Ads, Facebook, Instagram, LinkedIn and more)

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Educational/Certification Requirements:

- Bachelor's degree in communications, public relations, marketing, journalism or related fields.

Educational/Certification Preferred:

- Certifications such as Google Ads, Google Analytics, HubSpot, Facebook BluePrint and more.
- Advanced degree/coursework welcome.

Computer Program/Resource Requirements:

- Digital marketing content and analytics tools such as Meta Business Suite, Sprout Social or Sprinklr, WordPress, Google Analytics, SERanking or Semrush, or similar platforms
- Design and video editing platforms such as the Adobe Creative Suite or Canva
- Microsoft Office Suite
- Adobe Acrobat Reader
- Zoom and Teams

Computer Program/Resource Preferred:

- Digital marketing tools such as Rival IQ, MailChimp, Constant Contact
- Project management tools such as Microsoft Planner, Monday.com or similar platforms
- AI tools such as ChatGPT, Grammarly, Perplexity AI, Jasper AI or similar platforms
- BigTime
- Nexonia
- Slack

Physical/Driving Requirements:

- Valid driver's license
- Must be able to lift 25 lbs.

Travel Requirements:

- Some travel for client events some of the time

Language Requirements:

- English (Fluent) – Spoken and Written

Disclaimer:

PCI is employment at will. This means the employee or employer may terminate the relationship at any time without reason or cause.

PCI is an Equal Opportunity Employer and therefore does not discriminate based on race, color, religion, sex, national origin, ancestry, citizenship status, age, marital status, physical or mental handicap, military service, or unfavorable military discharge.