



## STRATEGIC COMMUNICATIONS SPECIALIST – EXTERNAL

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Platinum's communications specialists develop and execute communication plans that link organizational goals with communication objectives, strategies, messages and vehicles. We're growing our team of talented marketing professionals to help advance Platinum's mission and take the company to the next level.

Our communications specialists are quick on their feet, detail-oriented and naturally curious. We are currently looking for a strong writer to join our team to create content and build our brand journalism strategy. The ideal candidate will be a strong project manager and have a journalism background and/or exceptionally strong writing and editing skills. They will also thrive in a fun, fast-paced, responsive environment.

### Primary Responsibilities:

- Work cooperatively with various company departments to determine external communication needs and generate creative communication strategies for external audiences
- Plan, create and manage content for company website, newsletters and social channels
- Create dynamic copy for projects that include newsletter articles, blogs, case studies, ads and direct mail
- Perform ongoing research into industry news and trends
- Interview internal and external community members for relevant feature stories
- Work closely with graphic design staff to produce effective external communication materials
- Write press releases and distribute using traditional and emerging mediums
- Develop relationships with relevant media outlets and respond to news media inquiries
- Plan and buy media, and utilize systems for measuring advertising/publicity effectiveness
- Participate in the social media committee and interact with online communities as appropriate
- Aid in crisis communication planning and execution as appropriate
- Provide quality control of writing, editing and proofreading internal and external communications
- Manage freelance writers and agency partners as appropriate

### Job Requirements:

- Bachelor's degree in journalism, communications or similar discipline
- 2 – 5 years of experience in journalism, corporate or marketing writing
- Proven written and verbal communication skills, including an ability to perform story interviews under delicate circumstances
- Excellent organization and project-management skills
- A positive attitude and flexibility to function in a fast-paced, nimble business environment

## **Benefits:**

- Top compensation and benefits package (including health, dental and vision insurance; life insurance; short- and long-term disability; flexible spending account; and retirement plan with employer matching)
- Ongoing career development opportunities to help you exceed your personal and professional goals
- Paid vacation and holidays
- Employee health and wellness program that includes free personal training, if desired
- Beautifully renovated office facilities on Dubuque's thriving, historic Main St.
- Casual dress
- Typical workweek: Monday – Thursday 8 a.m. – 5 p.m.; Friday 8 a.m. – 3 p.m.
- Fun, innovative, family-friendly work environment

## **Equal Opportunity Employer:**

Platinum Supplemental Insurance is committed to providing equal employment opportunities (EOE) to all employees and applicants for employment without regard to race, color, gender, religion, sexual orientation, national origin, age, disability, marital status, amnesty or veteran status.

## **How to Apply:**

For consideration, applicants should submit their cover letter, resume and reference information to: [agravel@pltnm.com](mailto:agravel@pltnm.com).