



# STRATEGIC COMMUNICATIONS SPECIALIST

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Platinum's communications specialists are an integral part of the marketing team. From planning to execution, they develop communication and marketing strategies that achieve organizational goals for branding, sales and customer service. In this position, you will work closely with a talented team of marketing professionals in our fun, relaxed office environment. Successful candidates for this position will demonstrate wide experience in writing, editing and effective content organization.

## Primary Responsibilities:

- Coordinate with various departments and levels of management to determine communication or marketing campaign needs
- Brainstorm, create and execute communication strategies that support organizational goals, such as event promotions or customer education
- Schedule and implement an ongoing communications calendar to sales representatives in the field
- Work closely with the graphic design staff to create dynamic ad or promotional copy and layouts
- Write and maintain dynamic content for various long- and short-form mediums, including print, web and social media. Specific examples include promotional writing, testimonial stories, research articles, direct mail, advertising, press releases and video scripts.
- Provide quality control through editing and proofreading of internal and external communications
- Participate in the social media committee and interact with online communities as appropriate
- Aid in crisis communication planning and execution
- Maintain a current knowledge of trends and techniques in marketing, public relations, media, advertising and social media
- Manage multiple projects within the established expectations for due date, accuracy and budget

## Job Requirements:

- Bachelor's degree in public relations, journalism, marketing or related field
- 2–3 years of proven experience planning, writing and measuring effective communication and marketing strategies
- Excellent written and verbal communication skills
- Command of AP Style, or similar discipline, advantageous
- Proficient with Microsoft Professional Suite products. Layout experience in Adobe Creative Suite beneficial.
- Ability to understand and apply industry guidelines, policies and procedures and exercise confidentiality and discretion where needed
- Excellent problem-solving/judgement skills; a high-level of attention to detail and accuracy; and an appreciation for effective, open communication with team members
- Exceptional organizational skills and ability to prioritize multiple tasks under deadline pressure
- A positive attitude and flexibility to function in a fast-paced business environment

## **Benefits:**

- Excellent compensation and benefits package (including health, dental and vision insurance; life insurance; short- and long-term disability; retirement plan with employer matching; and flexible spending account)
- The training, management and 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
- Casual dress
- Typical workweek: Monday – Thursday 8 a.m. – 5 p.m.; Friday 8 a.m. – 3 p.m.
- Modern office facilities on Dubuque’s thriving, historic Main St.
- 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:**

Visit [pltnm.com/careers/corporate-jobs](http://pltnm.com/careers/corporate-jobs), click the green Apply Here button and complete our online application. Please attach a cover letter and resume.

We perform a thorough hiring process in a timely manner for the benefit of our candidates and for Platinum’s long-term success. During the interview phase, please be prepared to provide writing or campaign examples as well as letters of recommendation from former employers, customers or colleagues.