



Job Title: Associate, PR and Community Engagement

Reports To: Vice President of Marketing and Communications

Ben Franklin Technology Partners of Southeastern PA combines the best practices of early-stage investing with a higher purpose – to lead the region’s technology community to new heights, creating jobs and transforming lives.

For over 35 years, Ben Franklin Technology Partners of Southeastern PA has been the leading seed stage capital provider for the region’s technology sectors, investing over \$200 million in more than 2,000 regional technology companies, many of which have gone on to become industry leaders. Ben Franklin has also launched university/industry partnerships that accelerate scientific discoveries to commercialization and has seeded regional initiatives that strengthen our entrepreneurial community.

Summary:

Reporting to and working with the Vice President of Marketing and Communications, and in direct cooperation with the Associate of Marketing & Creative Services, the Associate, PR and Community Engagement will be uniquely focused on PR, social media, content development, and community engagement activities and events. The Associate, PR and Community Engagement is responsible for written communications for both Ben Franklin’s internal and external stakeholders (i.e., site, blog, newsletter, social media content, presentations, and more). This role will monitor, document, and communicate marketing and PR efforts both quantitatively and qualitatively, and support the growth of Ben Franklin’s audience through the hosting and creation of dynamic events for portfolio companies, clients, partners, and the Philadelphia region’s innovation community at large.

Core Responsibilities:

- Create, curate, and publish written content to increase visibility for Ben Franklin, its clients and partners, and the Philadelphia region’s innovation community.
- Develop and coordinate postings, commentary and communities on Ben Franklin social media profiles including Twitter, LinkedIn, Facebook, YouTube, and additional platforms as needed.
- Compose and distribute media announcements (Via website, PR vehicles, social media and email marketing).
- Develop and coordinate Ben Franklin meetings and special events.
- Administer core strategies to create value-added communications with Ben Franklin partners and clients; strengthen relations between Ben Franklin and our portfolio and alumni companies.
- Coordinate and assist in all marketing activities and projects to meet the communications needs of the organization.
- Coordinate speaking opportunities for management staff; prepare staff to represent Ben Franklin in industry-related events, seminars, public speaking engagements, panels, trade shows, and specialized marketing programs.

Additional Responsibilities:

- Manage the compilation of media lists and maintenance of Ben Franklin online email marketing systems.
- Compile and track performance data for Ben Franklin sites, social media, and email marketing.
- Compile, track, and distribute news media coverage/clips.
- Develop and coordinate key events and sponsorships with principal partners to maximize Ben Franklin's exposure through advertising, promotional materials and on-site programs.
- Other duties as assigned.

Qualification Requirements:**Technical Strengths:**

- Excellent written, oral, and interpersonal communication skills.
- Strong creative, strategic, analytical, and organizational skills.
- Knowledge of the following or similar hardware/software: Windows-based operating systems; Microsoft Office (Outlook, Word, Excel, OneNote, Project & PowerPoint).
- Knowledge of social media, PR and marketing automation platforms preferred (such as Pardot, Hootsuite, Hubspot, Cision, and others).

Personal Strengths:

- Strong project management thinking with autonomous yet flexible execution.
- Ability to handle multiple tasks, set priorities, utilize resources at hand, meet deadlines, and adjust quickly to changing priorities.
- Capacity to work diligently with a variety of people, including the general public, Board of Directors, Senior Management, staff, committees, colleagues and partners.
- High degree of discretion, confidentiality and good judgment in decision-making process.
- Ability to adhere to prescribed procedures, take initiative and work independently.

Other Qualifications:

- BS/BA or equivalent.
- Minimum of 2-5 years of business experience in public relations and marketing/communications projects desired.
- Experience and comfort with a high volume of professional and creative writing preferred.
- Experience working with diverse stakeholders across multiple backgrounds preferred.
- Non-profit and/or economic development experience preferred, but not required.
- Requires excellent interpersonal skills. Ability to assist others and work as a team player.
- Willingness to work extra hours as needed.

Compensation:

Competitive compensation, including full benefits and match to organization's 403b plan.

Please respond via employer portal at <https://www.sep.benfranklin.org/work-at-ben-franklin/>

Application deadline: **February 8, 2019.**

Ben Franklin is an equal opportunity employer. The organization reserves the right to modify this job description based on its needs and may require the employee to perform functions beyond those mentioned above. This is a salaried, exempt position and is subject to the availability of funding. An individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. This job description does not create an employment contract between Ben Franklin and the employee. Either the company or the employee may end employment at any time, without notice or cause.