



131 S. Fraser St., Ste. 1  
State College, PA 16801

814-234-1829

[www.cbicc.org](http://www.cbicc.org)

Title: Public Relations and Brand Specialist

*Full job description:*

The Chamber of Business and Industry of Centre County (the Chamber) is seeking a skilled and experienced Public Relations and Brand Specialist to join our dynamic team.

This individual will be responsible for developing and implementing effective public relations and brand-building strategies to enhance the Chamber's reputation, promote our initiatives, and engage with our target audience. The successful candidate should possess exceptional communication skills, a strong understanding of public relations principles, and a demonstrated ability to build relationships with media outlets and stakeholders.

Relationship building, leadership, organization, attention to detail, flexibility, time management, and teamwork are critical for this position.

The Public Relations and Brand Specialist will report directly to the President & CEO.

*Principal responsibilities include, but are not limited to:*

- Develop and execute comprehensive public relations strategies and campaigns to promote the Chamber's activities, programs, and initiatives.
- Cultivate and maintain strong relationships with local, regional, and national media outlets, journalists, and influencers.
- Write and distribute press releases, media advisories, and other materials to relevant media outlets to secure coverage for Chamber events, initiatives, and news.
- Proactively pitch stories and secure media coverage for the Chamber's key messages and achievements.
- Serve as the primary media contact for the Chamber, responding to media inquiries and coordinating interviews and media appearances for Chamber representatives.
- Monitor media coverage and industry trends to identify opportunities and proactively address any potential issues or challenges.
- Develop and maintain a media database, including contact information and relationships, to facilitate effective communication and outreach efforts.
- Organize and coordinate press conferences, media events, and other public relations activities to generate awareness and engage with key stakeholders.
- Collaborate with the CBICC team to ensure consistent messaging and branding across all public relations activities and materials.
- Develop and maintain relationships with Chamber members, community leaders, and other stakeholders to enhance the Chamber's reputation and promote collaboration.

- Assist in the creation of compelling content for various channels, including press releases, articles, blog posts, and social media platforms.
- Monitor and analyze public relations metrics to evaluate the success and impact of public relations initiatives and provide reports to senior management.

*Qualifications:*

- Bachelor's degree in public relations, communications, journalism, or a related field.
- Minimum of 3-5 years of professional experience in public relations or related roles.
- Proven track record of successfully developing and implementing public relations strategies and securing media coverage.
- Excellent written and verbal communication skills, with exceptional attention to detail.
- Strong interpersonal and relationship-building skills, with the ability to work effectively with diverse stakeholders.
- In-depth knowledge of media relations practices, including media pitching, press release writing, and crisis communications.
- Familiarity with media monitoring tools and analytics to track and evaluate media coverage and impact.
- Proficiency in using digital and social media platforms to amplify public relations efforts.
- Ability to work under pressure, meet deadlines, and handle multiple projects simultaneously.
- Self-motivated, proactive, and creative thinker with a strong commitment to excellence and innovation.
- Knowledge of the local business community and regional media landscape is a plus.

Salary commensurate with experience.

The Chamber offers a competitive benefit package, including PTO, health, dental, vision, life insurance, disability and 401(k) plan.

Qualified applicants will be considered immediately. Only those applicants with appropriate experience will be contacted. No phone calls please. Submit a cover letter and resume by email to Donna Newburg ([dnewburg@cbicc.org](mailto:dnewburg@cbicc.org)) or by regular mail to the Chamber of Business & Industry of Centre County, 131 S. Fraser Street, Suite 1, State College, Pa 16801.

*The CBICC is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment.*

*The organization:*

The Chamber is a private, nonprofit, membership organization comprised of 700 business enterprises, civic organizations, educational institutions, government entities, and individuals. Our mission is to provide visionary leadership to support business and economic development and to enhance and promote a high-quality of life in Centre County, Pennsylvania.

The organization was formed when the State College Chamber of Commerce (established in 1920) and the Centre County Industrial Development Corporation (established in 1956) combined into a single operating entity in 1992. Today, the CBICC staffs and manages three corporate entities under its umbrella:

- The Chamber of Business & Industry of Centre County (CBICC) – 501c(6) membership organization governed by a single 22-member (maximum) Board of Directors.
- Centre County Industrial Development Corporation (CCIDC) – 501c(4) charged with promoting economic development throughout Centre County.
- Chamber Foundation of Centre County – 501c(3) charitable organization focused on economic development and education initiatives, while offering tax advantages to businesses or individuals that make certain charitable contributions to support CBICC/CCIDC professional/workforce development initiatives.

Work location: State College, Pennsylvania