

Digital Engagement Project Coordinator

Pediatric Nursing Certification Board (PNCB)

The Pediatric Nursing Certification Board (PNCB) is the largest independent pediatric nursing certification organization in the country. Our programs are recognized by every state board of nursing in the nation. At PNCB, we make it our mission to provide the highest quality certification services for nursing professionals who care for pediatric populations.

PNCB is currently looking for an experienced, full-time Digital Engagement Project Coordinator. We offer competitive salary ranges and generous benefits along with a great team environment! Our organizational culture is based on the staff core values of Integrity, Teamwork & Approachability, Responsive Communication & Service, Supportiveness, and Excellence.

PNCB operates on a hybrid schedule. Staff work in the office 2 days per week and remotely 3 days per week subject to change based upon organizational needs. This position is eligible to be performed 100% remotely with travel to the national office quarterly or as needed. Employees are responsible for maintaining a remote environment conducive to conducting business with their own reliable, secure internet. PNCB provides all other equipment.

The position is responsible for authoring content, developing graphics and communications for distribution on digital, social media and other communication platforms. Serves as the project coordinator responsible for ensuring project timelines are adhered to and deadlines met. This position will assist in developing and executing multiple communication strategies with the goal of consistently implementing new initiatives to improve engagement.

Essential Job Duties:

- Develop and execute key digital journeys that increase stakeholder engagement and build or deepen relationships among essential audiences. Elevate PNCB's brand and reputation among audiences to create a greater understanding of our mission, products, and services. Promote PNCB's value proposition(s) to foster loyalty and interest.
- Collaborate with PNCB teams/departments to support their program areas and customize content so that certificants better understand opportunities and policies.
- Plan and manage social media and video activity to grow PNCB's online presence and community of nurses and students using current platforms (Facebook, Instagram, LinkedIn, and YouTube) and future platforms. Clearly define content by established categories or stages of the certification journey to customize experiences. Identify "up-sell and cross-sell" opportunities through content analysis and deploying responsive content assets and re-targeting programs for higher conversion rates.
- Create new and innovative brand communication proposals through a digital lens based on historical information, current trends, and experiences to help evolve our digital footprint.
- Prepare content for social media and/or video: Develop and execute graphics and written content for digital communications (e.g., marketing, social media, web content, ads, PowerPoint, video scripts).

- Manage digital communications – scheduling, posting, monitoring, responding to follower comments, etc. Respond to stakeholders via platform communications that adhere to customer service standards and policy.
- Monitor and analyze engagement metrics to measure success and identify areas for improvement. Recommend optimization strategies as needed to strengthen current social media tactics

Essential Skills/Specifications:

- Mission-oriented: passionate about children achieving optimal health
- Critical thinker: proven ability to work through complex problems/tasks and the ability to prioritize and multi-task to meet deadlines
- Adaptable: ability to understand and respond quickly to changes in the environment or direction
- Excellent communicator: strong oral and written communication skills, strong interpersonal skills, high level of emotional intelligence, and a track record of building effective relationships with diverse people
- Intellectual curiosity: excited about future possibilities and a catalyst for change, plus interested in the story that data tell
- Collaborator: able to effectively work with others through approachability, listening, and consensus-building
- DEI committed: advocate for diversity, equity, and inclusion and ensures our digital presence represents all children

Minimum Experience: 5 years of related experience

Classification: Non-exempt

Letter of interest and resume should be submitted to HR@PNCB.ORG.