

Marketing-Communications Strategist (Full Time)

TrailBlaze Creative

Background

[TrailBlaze Creative](#), an innovative, award-winning marketing and creative capacity firm based in Pittsburgh, PA, champions transformative solutions for nonprofits striving to uplift communities. Our spirited team, driven by a blend of seasoned expertise and fresh curiosity, excels in crafting unique marketing journeys that resonate and inspire. With a portfolio rich in tackling societal challenges—from digital inclusivity to economic rejuvenation—our work predominantly supports nonprofit missions aimed at fostering positive community impact. If you're passionate about using your talents to make a difference, we're excited to explore the possibilities with you.

Position Overview

We're on the lookout for an entry-level Marketing-Communications Strategist who embodies our passion for impactful work and possesses a keen desire for personal and professional growth within a supportive and innovative environment. This role is a blend of internal and external responsibilities, offering a unique opportunity to gain comprehensive marketing and communications experience. You'll play a pivotal role in both supporting our dynamic team and contributing directly to client projects, making this an ideal stepping stone for those eager to make their mark in our field.

Key Responsibilities

- Collaboratively support marketing initiatives and the administrative needs of our leadership, including calendar management, travel arrangements, and communication flow.
- Take charge of daily administrative duties to ensure department efficiency and project coordination, utilizing our internal project management tools.
- Craft compelling content for a variety of channels, from press releases to social media posts, embodying our clients' missions and voices.
- Engage in research and data analysis to support project planning and report preparation.
- Employ marketing analytics to extract actionable insights, enhancing strategy and client outcomes.
- Participate in the planning and execution of promotional activities and special events, contributing to their success from conception to completion.
- Nurture direct client relationships, fostering trust and collaboration.
- Embrace a detail-oriented approach in all tasks, from content creation to project management, contributing to a culture of excellence and continuous improvement.

Skills and Qualifications

- Exceptional communication abilities and a genuine enthusiasm for building relationships.
- Solid grasp of marketing principles and a clear understanding of how marketing strategies address client needs.
- Proficiency in organizing, multitasking, and meeting deadlines within a fast-paced environment.
- Self-starter with the ability to problem-solve.
- Customer-focused mindset with well-developed organizational skills.
- Comfortable with technology, including Microsoft Office Suite, Google tools, Chat GPT, Canva and familiarity with marketing software (MailChimp, Constant Contact, social media platforms). Adobe Creative Suite experience is beneficial but not required.
- Strong foundational writing skills, with attention to grammar, style, and audience engagement.
- A proactive learner and collaborator, eager to contribute to team growth and success.
- Passionate about community impact, with a desire to contribute to meaningful projects.

What We Offer

- A role within an organization where innovation meets purpose, offering significant opportunities for personal and professional growth.
- A supportive, collaborative culture that values fresh ideas and diverse perspectives.
- A competitive salary and benefits package including flexible work schedules, remote working opportunities, and professional development.

Location

This full-time position primarily supports remote work, especially given the current environment. While our work is concentrated in Pittsburgh, PA, with presence in Philadelphia and Columbus, we welcome candidates from all locations, considering the telecommuting nature of the role, but would prefer a Pittsburgh-based candidate.

Join Us

If you're excited about the prospect of contributing to a team that makes a difference and are ready to bring your passion for marketing and community improvement to TrailBlaze Creative, we'd love to hear from you. This role reports to the Principal + CEO but is deeply integrated across our entire firm, ensuring broad exposure to all aspects of our impactful work.

TrailBlaze Creative is committed to creating a diverse environment and is proud to be an equal-opportunity employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

How to Apply

Please submit your resume, a cover letter detailing your interest and qualifications, and relevant work samples or portfolios to resumes@trailblazecreative.com. To be considered, you must include previous work products, including class work. We look forward to discovering how your skills and passions align with the goals of TrailBlaze Creative.

