

Job Description

Title: Manager of Digital Marketing

Reports to: Vice President of Marketing & Sales

Status: Exempt, Full-Time

Job Purpose

The Manager of Digital Marketing will develop a digital marketing strategy for the Pittsburgh Symphony Orchestra. This position will manage and implement all web content, digital marketing initiatives and email communications to support the PSO's goals of strengthening the patron experience, increasing ticket sales, promoting the PSO brand, and sharing the PSO's mission. The position works closely with the Marketing and Technology & Innovation departments to create an exceptional end-to-end customer experience across all digital channels.

Key Responsibilities

- Manage the online marketing and sales presence for all PSO Products through the development of a cohesive digital marketing strategy.
- Create and oversee effective Digital Marketing campaigns, using your analytical skills and creativity to identify and test innovative opportunities for campaign growth and improvement.
- Take initiative to continually improve and refine online presence while reinforcing the PSO's brand. Collaborate with internal teams to create landing pages and optimize the online user experience.
- Monitor and measure digital analytics on a regular basis, identifying trends, making inferences, and creating plans to further optimize growth.
- Work closely with internal teams to create compelling content that increase ticket sales and awareness of PSO's image and mission
- Create, manage and execute social media strategy.
- Mobile app content, updates, maintenance and enhancements.
- Create and execute all PPC, SEO/SEM, email and display advertising campaigns.
- Establish and cultivate third party cross-promotional opportunities.



PITTSBURGH SYMPHONY ORCHESTRA

- Stay current on industry trends and best practices. Review new technologies and keep Pittsburgh Symphony on the forefront of developments in digital marketing.

Necessary skills, experience, and qualifications

- Bachelor's degree in marketing or a related field, or equivalent combination of education and experience
- 2-4+ years' experience in marketing, with emphasis on online communication
- Strong understanding of current online marketing concepts, strategies, and best practices
- Experience with Google Adwords campaigns
- Proficient in digital analytic reporting, including but not limited to experience with Google Analytics, Omniture, NetInsight, and Webtrends
- Proficient in HTML, CSS, and JavaScript
- Experience in A/B testing and multivariate experiments
- Strong analytic skills and data-driven thinking
- Outstanding written and verbal communication
- Highly self-motivated and able to prioritize multiple projects with a high level of energy
- Capacity to work under pressure and as a team player

Desirable skills, experience, and qualifications

- Certification in Google Analytics preferred
- Experience with Tessitura and database/inventory management systems
- Prior work experience at a non-profit organization
- E-commerce experience⁹
- Knowledge of classical music

Please email cover letter and résumé to:

Aleta King

Vice President of Marketing and Sales

aking@pittsburghsymphony.org