Web & Digital Platform Administrator

Reports to: VP & Technology Officer
Status: *Exempt, Full Time*

Job Purpose

The Web & Digital Platform Administrator is responsible for leading the technical development and maintenance of digital communication platforms for the Pittsburgh Symphony Orchestra. These includes the public web sites (with e-commerce functionality), intranet, mobile app, WordPress sites, online storefronts and video platform (Front Row). Additionally, this position maintains the web analytics platform and provides insight obtained from the analytic platforms and any other data projects. This position is the technical support and collaborative partner for internal customers responsible for external communications, including Marketing & Sales, Development, Learning & Community Engagement, and others.

Essential Duties and Responsibilities

- Establish effective relationships and collaborate with PSO Department leaders (especially with Marketing & Communications who are responsible for the overall design of PSO content for external digital channels) to ensure digital communications content is implemented effectively and timely.
- 24/7 responsibility for web content management, updates, and troubleshooting.
- Lead coding projects required for various PSO web sites, both external and internal. This may include internal programming or outsourcing.
- Oversee web development scoping, planning, and technical architecture for all UI and WordPress development projects.
- Hands-on approach to meeting the needs of internal customers by developing new pages and features throughout the stack, with a particular emphasis on increasing engagement.
- Collaborate with departments, either by supporting 'self-service' actions by the departments or by taking direct actions, to update relevant web content ensuring cohesion and timeliness using a variety of web technologies including HTML, JavaScript, and CSS.
- Monitor production/on-sale schedules and coordinate production of web content accordingly.
- Conduct root cause analyses of product and process deficiencies, defining and implementing corrective actions.
- Manage on-line e-commerce applications, including but not limited to ticketing, donations, app and the PSO store.
- Maintain, configure, and support the PSO mobile app.
- Maintain, configure, and support all social media integration with the PSO web site.
- Serve as staff liaison collaborating with the Cultural Trust on Public Web site projects.
- Work with the Cultural Trust and design team creating a best-in-class, seamless user experience at pittsurghsymphony.org that is highly integrated with Tessitura and other databases.
- Using online traffic and sales statistics to recognize user patterns; and track interaction metrics on pittsburghsymphony.org to increase traffic for the website.

- Manage all Prospect2 automations and Donate2 forms. Act as liaison between the Trust, Lynch2 and the PSO to stay on top of current technologies in relation to Lynch2 products.
- Integrate Lynch2 products with our website to create a better user flow and increase engagement.
- Manage hosting partners and third-party developers (contractors) to ensure technical excellence, product quality, and resource efficiency.
- Create, manage, and optimize our video platform ensuring the best user experience.
- Update and maintain all Tessitura-integrated pre-concert, post-concert and develop e-acknowledgment emails.
- Assist creating and updating online media content policies and procedures, Active Directory Management and Domain management of internal and external DNS, logon scripting, etc.
- Other duties as assigned.

Required Education, Experience and Abilities:

- College degree in Information Technology, Computer Programming or a related field.
- 2 to 4 years of web development, including experience on large-scale web products.
- Ability to work efficiently and effectively under pressure managing high volumes of work within a deadline driven environment.
- Ability to manage third-party vendors with a focus on project delivery.
- Proficient in in SEO/SEM, WordPress development, Web project management and strong HTML knowledge. Knowledge of CSS, JavaScript, PHP, Ajax, and/or other web languages a plus.
- Experience with patron relationship, ticketing, and/or fundraising databases a plus. Strong presentation, reporting, and analytical skills, including experience with Google analytics or similar software.
- Knowledge of and passion for classical music, and experience working in non-profit arts environments a plus.

The specific statements shown in each section of the description are not intended to be all-inclusive. They represent typical elements and criteria considered necessary to perform the job successfully. The Pittsburgh Symphony, Inc. recognizes that an individual with a disability may require a job modification/ accommodation to enable them to successfully perform a job function. Consideration will be given to such requests. Such requests should be directed to Human Resources.

The Pittsburgh Symphony, Inc. provides equal opportunity to all qualified employees and applicants for employment without regard to race, color, religion, sex, gender, pregnancy, sexual orientation, gender identity, genetic information, ancestry, national origin, age, physical or mental disability, marital status, veteran status, or any other class or category protected by local, state, or federal law.

To apply, please send a cover letter and resume to hr@pittsburghsymphony.org