



PITTSBURGH SYMPHONY ORCHESTRA

Marketing Analyst

Reports to: Senior Manager of Classical Marketing & Analytics

Status: Full time

Job Purpose

- The Pittsburgh Symphony is seeking a detail-oriented, self-motivated and innovative Marketing Analyst. This position is responsible for assisting the Marketing Department reach its goals through monitoring sales trends, measuring campaign success and other various administrative responsibilities.

Essential Duties and Responsibilities

- Monitor sales and marketing trends for ROI in conjunction with current strategies and campaigns
- Collect and organize patron data, including opinion polls, questionnaires and surveys
- Gather data on market conditions, competitor trends and consumer behaviors
- Deliver useful findings into succinct dashboard data and written reports to help influence internal strategic decision-making
- Work with the Senior Manager of Classical Marketing & Analytics to determine research focus and identify success KPIs to communicate with internal stakeholders
- Manage, code and track all invoices for Marketing & Communications department budget
- Assist in general office duties for Marketing & Communications department
- Support any additional efforts of the Marketing team to help campaigns thrive, assisting in varying job duties as assigned

Required Education, Experience and Abilities:

- Bachelor's degree required, preferably in marketing, advertising or related field
- Strong quantitative analytical skills with Excel (including graphs and pivot tables), as well as proficiency in full Microsoft Office Suite and Teams
- Ability to learn quickly, think critically and deliver high quality, detail-oriented work
- Strong writing and verbal communication skills for presenting data to internal stakeholders
- Knowledge of traditional and digital marketing, content marketing and social media

Preferred Education, Experience and Abilities:

- Familiarity in Tessitura or other customer relationship management software
- Previous work in a nonprofit setting
- Passion for the arts and classical musical is helpful

Physical Requirements:



- Ability to work on a computer for extended periods of time
- Ability to operate related equipment, i.e., computer, copier, scanner

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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 PSI 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.