



PITTSBURGH SYMPHONY ORCHESTRA

Senior Manager of Marketing Operations

Reports to: Vice President of Marketing & Communications

Supervises: Senior Graphic Designer

Status: Exempt, Full-Time

Job Purpose

The Senior Manager of Marketing Operations is responsible for managing and implementing all aspects of non-digital marketing for all products and select Heinz Hall Presents and Rental performances. This position is also responsible for project management of all internal and external design projects and program books.

Essential Duties and Responsibilities

- Collaborates with the campaign leaders (Director of Popular Program Marketing and Senior Manager of Classical Marketing) on campaign design and execution of strategies to reach and exceed all budgeted sales goals.
- Support and collaborate with all PSO departments with efforts delivered through non-digital channels and design services.
- Negotiates effective media buys and added value promotions. Works with various media sales reps and agencies to determine suitable media for specific products. Reviews media audits. Requests and tracks proposals for media campaigns.
- Manages the Senior Graphic Designer.
- Project manager of all design projects for the marketing department and all other PSO departments keeping brand standards in mind.
- Works closely with Director of Ticketing Services, Manager of Patron Services and Patron Service Representatives as related to marketing campaigns.
- Establishes and cultivates third party cross-promotional opportunities.
- Provides marketing assistance for Heinz Hall Presents and rental performances on a TBD basis.
- Front-of-House duties as required.
- All other duties as assigned.

Required Education, Experience and Abilities:

- Bachelor's degree
- 5 years minimum experience in similar capacity
- Must be able to serve as an ambassador for the organization within the cultural district
- Excellent editorial, written, and verbal communication capabilities, including clear and concise writing skills and attention to detail
- Exceptional computer skills
- Ability to work independently but also as a member of a team



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- Ability to meet deadlines and perform well under pressure and discretion with confidential information

Preferred Education, Experience and Abilities:

- Master's degree in related field preferred
- Knowledge of Classical Music

Physical Requirements:

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

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. 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.

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.

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