



PITTSBURGH SYMPHONY ORCHESTRA

Manager of Digital Marketing

Reports to: Senior Manager of Digital Marketing Operations

Supervises: None

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 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 Marketing colleagues and other PSO departments to create an exceptional end-to-end customer experience across all digital channels.

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

Required Education, Experience and Abilities:

- 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



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- 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

Preferred Education, Experience and Abilities:

- Certification in Google Analytics preferred
- Prior work experience at a non-profit organization
- E-commerce experience
- 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.

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