



Director of Marketing

Reports to: Vice President of Marketing and Communications

Status: Exempt, Full-Time

Job Purpose: The Director of Marketing's primary responsibility is to achieve single ticket and subscription revenue goals by creating and executing marketing strategies and campaigns for all Pittsburgh Symphony Inc. products. (Orchestra and non-orchestra presentations)

Essential Duties and Responsibilities:

- Create and implement single ticket marketing/sales plans and budgets based on organizational goals with acceptable cost of sales.
- Create, implement, and communicate positioning, target markets, advertising, and promotional collateral. This includes copywriting and production.
- Create timelines for effective campaigns.
- Negotiate effective media buys and added value promotions. Work with various media sales reps and agencies to determine suitable media for specific products. Review media audits. Request and track proposals for media campaigns.
- Develop innovative and cost-effective marketing partnerships with sponsors, third party advertisers and media providing added value to the campaigns in association with the Vice President of Marketing and Communications.
- Collaborate with programmers on positioning for each performance.
- Manage the day-to-day progress of the single ticket marketing plans either through direct or delegated activity making necessary adjustments to achieve the revenue and attendance goals.
- Build and direct a high performing marketing team including: Senior Manager of Marketing, Senior Manager of Digital Marketing, with single ticket strategies, as required, which includes creating and implementing advertising and promotional plans and securing or creating advertising materials to achieve goals.
- Supervise in-house design maintaining an organized and timely production calendar and flow. Oversee compliance of product branding principles. The Director of Marketing is responsible for the creation of effective communications through all marketing materials including print, brochures, direct-mail, radio, television, outdoor, e-marketing and all collateral related to single ticket revenue.
- Carefully track expense budgets for all single ticket product line campaigns.
- Work closely with Patron Services team, Director of Audience Experience on special offers, setting schedules for on-sale events, etc.
- Be familiar with sales histories for each product.
- Work with other arts organizations on cross-promotional opportunities.
- Provide marketing assistance for rental performances on a TBD basis.
- Establish and cultivate new contacts to create new marketing opportunities.



PITTSBURGH SYMPHONY ORCHESTRA

- Concert attendance is encouraged.
- Serve as a team member in the Department and provides support as the second most senior employee in Marketing.
- All other duties as assigned.

Required Education, Experience and Abilities:

- Must be knowledgeable about all PSO product lines (programs, composers, guests, etc.).

Preferred Education, Experience and Abilities:

- Master's or Bachelor's Degree
- Previous supervisory experience

Physical Requirements:

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

Pittsburgh Symphony, Inc. (PSI) 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.

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.

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