

Pittsburgh Downtown Partnership Job Description



Job Title: Digital and Online Content Manager
Department: Communications & Marketing
FLSA Status: Salaried/Exempt
Start Date: April 2022

Position Summary: The Digital and Online Content Manager directs and creates content for all social media platforms, PDP websites, e-newsletters, and other communication and marketing channels working under the direction of the Vice President of Marketing & Communications. The position also provides support, assistance, and helps coordinate efforts at a wide variety of events and other programming.

Essential Marketing and Communications Duties and Responsibilities:

- Handle all day-to-day responsive communications via social media and online platforms
- Creation and management of two weekly, two monthly, and occasional special event e-newsletters via MailChimp Platform
- Manage PDP, Picklesburgh, and Holiday Season websites, including design modifications/updates and maintenance via Wordpress (each with own style, layout, and attributes)
- Develop and implement Social Media strategy for all PDP initiatives, events, and promotions
- Provide graphic design support for wide variety of marketing/advertising assets produced internally
- Assist with creation, updating, maintenance, and distribution of PDP marketing collateral including Downtown guides, press releases, advertising, website, publications and signage.
- Oversee, train, and coordinate all intern marketing and communications responsibilities including newsletters, website calendar maintenance, and social media

Desired Characteristics & Requirements:

- Awareness of Downtown Pittsburgh businesses/events/activities/programming/arts/culture/infrastructure a plus
- Highly motivated, detail- and results-oriented
- Works well under pressure and agile in response to critical deadlines
- Excellent communication skills
- Strong writing, editing, and proofing capability
- Social Media experience across all channels and knowledge of social media management tools
- Experience in basic SEO and ability to extract KPI's from Google Analytics
- Responsible, punctual
- Ability to work early mornings, nights and weekends as required. Willingness to work outdoors in a variety of weather conditions.
- Strong customer service skills and comfort working with the general public
- Exceptional project management skills, able to multi-task and prioritize
- Self-directed
- Energetic, flexible, collaborative, resourceful and proactive
- Strong working knowledge of WordPress, Microsoft Office Suite including Word, Excel, PowerPoint; Adobe Creative Suite or similar packages, ability to learn new software and online applications as needed to support PDP goals
- Experience utilizing various social media tools/platforms
- Bachelor's Degree in Marketing, Communications, or related field/experience

Salary Range: \$42,000 – 48,000 depending on experience

Resumes & Cover Letters for the role of Digital and Online Content Manager should be submitted to:
Leah Baldwin, Vice President of Finance and Administration: lbaldwin@downtownpittsburgh.com

The Pittsburgh Downtown Partnership is an Equal Opportunity Employer