



Pittsburgh Downtown Partnership Social Media Specialist

Job Title: Social Media Specialist
Department: Marketing
FLSA Status: Salaried / Exempt

Position Summary:

The Pittsburgh Downtown Partnership (PDP) is seeking a skilled Social Media Specialist to join our growing marketing team. The Specialist will play a pivotal role in advancing the PDP's mission and goals by developing and executing effective social media campaigns that amplify the PDP's unique portfolio of events, activities, and programming in Downtown Pittsburgh. They will be responsible for producing compelling, consistent, and timely digital content that aligns with organizational messaging, as well as creative, results-oriented strategies that increase reach and visibility with diverse audiences and stakeholders.

This position will report to the Vice President of Marketing and Communications. The ideal candidate will be a highly responsive and technically agile creative thinker with excellent multitasking and project management skills. They will be able to drive and execute tactics alone or as part of a team. Excellent communication, design, and writing abilities are required for this role.

Representative Duties and Responsibilities:

- Develop and implement comprehensive social media strategies and campaigns that align with organizational mission and goals, and promote Downtown Pittsburgh as a cultural, social, and economic hub for the region.
- Manage and curate daily content for diverse audiences across a range of platforms, including Facebook, Twitter, Instagram, LinkedIn, TikTok, and more.
- Create, schedule, and publish engaging and relevant content, including images, graphics, videos, and written posts that foster meaningful connections with target audiences.
- Monitor current social media trends, best practices, online conversations, and relevant news to ensure timely responses and engagement across channels.
- Prepare monthly and yearly social media analytics reports that capture key insights and best practices guide marketing strategy and identify areas for opportunity and growth.
- Collaborate internally with PDP departments to create compelling, and informative, and accurate content that showcases the organization's programs, events, and impact.
- Foster and grow our online presence by actively engaging with followers, responding to comments, messages, and inquiries, and participating in relevant forums.
- Regularly monitor content performance and platform insights to evaluate campaign success and identify opportunities for improvement and growth.
- Maintain up-to-date knowledge and training of new digital platforms, tools, and trends.
- Monitor SEO and user engagement on our website and identify strategies to promote web traffic using cross-channel promotion.
- Support the development and execution of paid social media advertising to maximize reach and engagement.
- Collaborate with external partners, influencers, and supporters as needed to amplify PDP social and website content.

- Identify collaborative opportunities with social influencers and attend influencer events that highlight Downtown businesses, events, amenities, and more.

Desired Characteristics & Requirements

- A passion for social media and digital marketing, and an ability to stay ahead of shifting trends, new technologies and tools, and the latest best practices
- A desire to work in Downtown Pittsburgh and amplify stories that promote the neighborhood as a welcoming place to live, work, and visit. Knowledge of and familiarity with Pittsburgh arts, culture, sports, politics is a plus
- 3 or more years of relevant professional experience planning & managing content in a corporate, non-profit, or agency setting
- A Bachelor's degree in Communications, Marketing or relevant field
- Excellent written, verbal, and visual communication skills
- An eye for detail and the ability to maintain visual consistency and quality across channels
- Ability to create, curate, and adapt content to meet audience preferences and platform-specific best practices
- Demonstrated experience using social media to create brand awareness and engagement
- Fluency in SEO, website and social metrics, and their applications
- Familiarity with WordPress, Squarespace, or similar CMS, and Google Analytics
- Excellent presentation and design skills
- Creative layout and design capacity in Adobe Creative Suite and Canva
- Experience with Hootsuite, Buffer, or a similar platform is a plus
- Ability to work in a fast-paced, high-pressure environment
- Willingness to capture photography, video, and other visual content at events (including occasional nights and weekends) and post content in 'real time'
- A social media portfolio (2-3 examples) of relevant work is highly recommended

Compensation

Salary: \$45,000 - \$50,000 commensurate with experience.

Benefits: Health insurance (95%), Flexible Spending Accounts, 401k, life insurance, short and long-term disability. Starting at 16 PTO/Vacation days and 13 paid holidays per year.

How to Apply

Please send resume, cover letter and salary requirements to resumes@downtownpittsburgh.com, subject titled: Social Media Specialist.

About the Organization:

Downtown Pittsburgh is essential to the region—the metropolitan heartbeat where business, culture, and entertainment intersect. Formed by Downtown businesses, professionals, civic organizations, foundations, and residents, the PDP develops and implements innovative programs and initiatives to enhance the Downtown neighborhood. We also promote and market this great urban center to millions of people as the region's premier destination to do business, to call home, or to visit for the best in shopping, dining, and entertainment. The PDP also stands as staunch advocates for all those who make Downtown part of their lives—from businesses to workers to residents.

The Pittsburgh Downtown Partnership is an Equal Opportunity Employer