Pittsburgh Ballet Theatre

Position Description

Position: Manager of School Marketing and PR
Supervisors: Director of Marketing & Communications and Director of School Operations
FLSA Status: Exempt
Classification: Full-Time

Position Objective

This position assists with general marketing functions including, but not limited to, on-site promotions, data analytics, research, public relations, social media, event planning and coordination. The Manager of School Marketing and PR will serve as project manager for all Pittsburgh Ballet Theatre School related marketing projects and is responsible for the day-to-day coordination of all marketing communications that support PBT School activities and the PBT School brand.

Accountability
The Manager of School Marketing and PR reports dually to the Director of Marketing & Communications and Director of School Operations, with additional oversight by the Associate Director of Communications.

Position Responsibilities

Marketing Materials and Campaign Management:

- Create or facilitate creation of all marketing materials for school including brochures, posters, direct mail pieces, e-blasts, billboards, etc.
- Manage timeline and schedule for all collateral projects (copy, design, mailing)
- Help collect or create photography and art
- Write and edit copy
- Manage advertising schedules - both paid and unpaid media for PBT School.
- Liaises with PBT designer (or other external agency) to ensure PBT School design and printing needs and schedules are met
- Oversee distribution of materials via mail, street teams, email, etc.
- Assist the Marketing Director and the External Affairs Analyst in building a comprehensive email campaign plan for PBT and PBT School. Create marketing emails in PBT's Mail2 software. Segment and pull lists from the company's ticketing platform software, Tessitura, to import into Mail2.
- Serve as project manager for all School marketing projects including, but not limited to, direct mail, brochure creation, PR planning, ad design and scheduling coordination, and general school marketing campaign planning.

New Marketing Initiatives:

- Research and propose new means (digital, print) to promote PBT School events, activities and programming
- Manage deliverables

Media & Public Relations:

- Working with PBT's Marketing Dept., develop and maintain relationships with all relevant members of the press and serve as a point of contact for story placement, interviews, press release and media alert dissemination
- Proactively develop pitches and stories for appropriate local, regional and national media
- Research, write, distribute and follow up on press releases, media alerts and e-blasts as needed
- Manage distribution of photography for press use
- Researches and maintains editorial calendars, event calendars and guides
- Be on site for media interviews and to assist photographers with coverage related to PBT School.

Website Management:

- Regularly review website and update copy and photography bi-weekly
- Review all changes to confirm they have been made in a timely and error free fashion
- Create and manage copy for Social Networking/Media outlets (Facebook, Twitter, YouTube, etc.)

Photo/Video Shoot & Event Management:

- Creates production schedules for photo and video shoots
- Coordinates hair, makeup, costumes
- Books talent in coordination with school directors
- Scouts and secures locations and permits if applicable
- Communicates all details to all parties
- Facilitates photo shoot session and photo selection
- Helps facilitate student appearances working closely with PBT School Directors
- Assist the Associate Director of Communications in event planning and logistics for all marketing related events, such as *The Nutcracker* family open house, Light Up Night activities, *Swan Lake* ballerina meet and greet, etc.
- Assist the Associate Director of Communications and Director of Education in planning and logistics for all public appearances. Be on site for events around Pittsburgh as an ambassador for PBT and PBT School. Coordinate student dancers in costume for such events.
- Works with promotional vendors and agencies to ensure PBT School receives perks of event sponsorship/participation

Other Administrative functions:

- Assist the PBT Boutique Manager in merchandising inventory planning and logistics for on-site sales at all PBT School productions and events.
- Attending public performances and other School and PBT related events, as scheduled evenings and weekends, for the purpose of assisting with school students included in the performance and for promotions.
- Collaborate with other departments on related School projects, including Development, Marketing, Production, and Education.
- Other duties, including daily assignment of clerical duties, related to the operation of the PBT School as assigned.

Qualifications

Bachelor's Level degree in communications, marketing, journalism or a related field. Experience using Microsoft Excel and Word software and Adobe Photoshop. Excellent writing and communication capabilities. Basic graphic design skills. Previous marketing or nonprofit experience preferred.

Other Requirements

- Knowledge of advertising, promotions, public relations, electronic and print media
- Knowledge of performing arts, ideally classical ballet
- Strong interpersonal skills
- Ability to manage multiple priorities
- Excellent communication skills, both orally and in writing, to a variety of constituencies

Other working relationships

- Marketing Department Personnel, including Groups Sales Manager, Boutique Manager, Design Manager, External Affairs Analyst
- School Personnel, including teachers, musicians, and evening/weekend staff
- Marketing, Development, Finance, Education department personnel
- School Students and Families

Physical Requirements

- Physical requirements include lifting of boxes and materials (20 lb limit), writing, typing, talking on the phone, walking, standing and sitting.
- Other Equipment Operation Requirements:
- Operation requirements include the ability to drive an automobile, work on a computer, and operate and speak on a telephone.

Hours of work: Usual working hours are 8:30 a.m. – 5:00 p.m. Monday to Friday. This role will also require some local travel as well as night and weekend work. Workweek hours will be adjusted upon mutual agreement between employee and employer.

This job description does not create a contract or guarantee regarding any term or condition of employment, including job duties. The PBT reserves the right to change, modify, amend or enhance the job duties of any employee in response to operational, fiscal and/or departmental demands.

To apply, send cover letter and résumé to sswartz@pittsburghballet.org. No phone calls.