



Pittsburgh Three Rivers Marathon, Inc.
810 River Avenue, Suite 120
Pittsburgh, PA 15212

P3R, organizer of the DICK'S Sporting Goods Pittsburgh Marathon weekend of events, is seeking a **marketing communications specialist** to join our growing team! This role will report to the director of marketing and communications and serve as a member of our communications team consisting of both marketing and public relations functions.

Duties and responsibilities include (but are not limited to):

- Work closely with assigned P3R departments and project teams to understand communication objectives, make strategic recommendations, and develop and execute marketing and communications plans accordingly
- Measure and report on marketing and communications campaigns; adjust campaigns as appropriate
- Serve as informed staff member to help build relationships with runners, vendors, sponsors, team members, etc.
- Champion brand promises and focus on organization and team strategic objectives
- Assess and adapt to industry trends and changes, recommend and make improvements as appropriate
- Analyze digital campaign progress and results; make corresponding recommendations to further drive successful results
- Collaborate with communications team and other departments to plan and execute marketing strategies through various marketing channels (social media, email, website, etc.)
- Assist with advertisement planning (including digital, print, TV and radio)
- Work closely with director of marketing and communications to help foster collaborative relationships with both internal and external stakeholders
- Attend all P3R events
- Other responsibilities as assigned

Required qualifications:

- Minimum of 5 years of experience in marketing communications for an advertising or PR agency or a large corporation with multiple concurrent projects
- Bachelor's degree in marketing, communications, journalism, public relations, or related field
- Successful track record working with social media channels and email marketing campaigns
- Experience developing content for the Web, email and social media channels
- Experience with Google Analytics and SEO
- Solid understanding of social media advertising
- Effective oral and writing communication skills
- Strong interpersonal and planning skills
- Ability to manage time effectively, multi-tasking as necessary to thrive in a fast-paced, deadline-driven environment
- Strong attention to detail and accuracy
- Working knowledge of concepts and practices related to marketing and communications
- Solid writing and editing skills
- Full availability during the 2019 DICK'S Sporting Goods Pittsburgh Marathon weekend of events (Friday, May 3; Saturday, May 4; and Sunday, May 5, 2019)
- Availability to work during regular P3R office hours 8:30 a.m. – 5 p.m., Monday through Friday (some flexibility available)
- Occasional availability to work nights and weekends to assist with other events as needed



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Desired skills:

- Customer-first focus
- Positive attitude
- Collaboration focused
- Team player
- Ability to think creatively
- Ability to adapt quickly to changing priorities

Interested candidates should submit a cover letter, resume, and salary requirements to HR@P3R.org.

About P3R:

P3R is a nonprofit organization that is passionate about promoting the love of running and enhancing community access to health and fitness education and activities. Best known for organizing the acclaimed annual DSG Pittsburgh Marathon, we also manage a variety of other high-quality races, events, and health & fitness programs throughout the Pittsburgh region. While many of our races attract some of the nation's highest-profile professional athletes, we offer activities for all ages and ability levels. The only criterion for participation is a desire to be happy, healthy, and active! Read more at www.P3R.org.