



P3R, the engine behind Pittsburgh's greatest races, is seeking a **marketing and communications director** to join our communications team. This role will report to the senior vice president of marketing and communications.

**Classification:** Nonexempt/full-time

**Reports to:** SVP Marketing & Communications

**Supervises:** Marketing and public relations teams

**Schedule:** Monday – Friday, 8:30 a.m. – 5:00 p.m., evening and weekend work as job duties demand

**Effective Date:** October 1, 2020

**Summary/Objective:** The marketing and communications director position will contribute to the planning, development, and execution of P3R's internal and external marketing communications strategies, as well as the Run for a Reason charity program. This hands-on position helps to lead the marketing and communications team and coordinates at the strategic and tactical levels with other functions of the organization.

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

- Lead the implementation of integrated marketing and public relations communications strategies
- Directly manage and execute strategies through various marketing and other communications channels with team support
- Oversee advertising efforts, including digital, print, TV, radio, etc.
- Assist with leading public relations, media relations, and communications efforts to ensure they positively reflect P3R's brand
- Manage creative for all marketing assets, including race apparel, event assets, collateral, and website and social media content
- Lead Run for a Reason charity program, developing close relationships with charity partners, increasing charity runner participation and fundraising efforts
- Manage and establish working relationships with direct reports to ensure organization and department goals are met
- Manage marketing and public relations-related budgets
- Foster strategic relationships with key vendors, including creative and advertising agencies, sponsors, and partners
- Work closely with the partnerships team, supporting efforts to grow partnership revenue
- Champion organization's mission 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

**Required qualifications:**

- Minimum of eight (8) 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, advertising, or related field
- Successful track record working with social media channels and email marketing campaigns
- Experience with fundraising and non-profit management
- Experience with content management, email marketing, and social media management systems
- 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 2021 DICK’S Sporting Goods Pittsburgh Marathon weekend of events (Friday, April 30; Saturday, May 1; and Sunday, May 2, 2021)
- 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
- Valid driver’s license

**Work Environment:** This job generally operates in a professional office environment with the ability to work remotely only as necessary (including during COVID-19 pandemic).

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to handle or feel; and reach with hands and arms. The employee may occasionally lift up to 30 pounds.

**Travel:** Occasional travel is necessary.

**Required education:** Bachelor’s degree in marketing, advertising, public relations or related field.

**Required experience:** Eight (8) years’ experience in marketing and communications; knowledge of endurance industry; three (3) years’ experience with managing direct reports

**Disclaimer:** The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all responsibilities, duties, and qualifications of employees assigned to this job.

To apply, please email your cover letter, resume, and salary requirements to [hr@p3r.org](mailto:hr@p3r.org).

