

Creative Strategy Manager/Director

P3R is the engine behind Pittsburgh’s greatest races. We strive to inspire any and all to MOVE with us. Best known for organizing the acclaimed annual DICK’S Sporting Goods Pittsburgh Marathon, P3R also organizes a variety of other high-quality races, training runs, and health and fitness programs throughout the Pittsburgh region.

We prize high-quality and creative work, and we produce professional and innovative results, events, programs, and more. We are seeking a **creative strategy manager/director** to join our marketing and communications team, reporting to our SVP of Marketing & Communications. This role will contribute to the planning, development, and execution of our internal and external marketing communications strategies.

The successful candidate:

- Is a big-picture thinker with strong initiative;
- Requires opportunities to innovative, try new things, and take risks;
- Is an articulate communicator, is persuasive, and easily connects with others;
- Seeks opportunities to collaborate and thrives in a culture of change; and
- Is a self-starter, organized, and goal-oriented.

Responsibilities:

- Contribute to planning and execution of creative strategies through content marketing, multi-channel digital marketing, video development, podcast, storytelling, and more;
- Lead and manage the marketing and public relations team; and
- Collaborate with partnerships, operations, merchandising, and youth programming teams.

Key outcomes:

- Successfully launch and execute campaigns promoting several events, programs, and partnerships throughout the year, analyzing results in relation to established goals and adjusting as necessary;
- Support direct reports’ professional development and growth;
- Ensure campaigns and goals align with organization’s strategic priorities and resonate with key audiences;
- Effectively collaborate with internal teams and external stakeholders;
- Adapt strategies based on analytics and reporting; and
- Expand the P3R brand and event/programming brands.

Required qualifications:

- Minimum of seven (7) years of experience in marketing communications for an advertising or PR agency or a large corporation with multiple concurrent projects
- Minimum of two (2) years managing direct reports
- Bachelor’s degree in marketing, advertising, or related field

To apply, submit your cover, resume, and salary requirements to HR@p3r.org.



Classification: Exempt/full-time

Reports to: SVP Marketing & Communications

Supervises: Marketing and content creation team

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

Effective Date: June 1, 2021

Work Environment: This job generally operates in a professional office environment with the ability to work remotely only as necessary. P3R follows COVID mitigation for Pennsylvania.

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 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: Seven (7) years’ experience in marketing and communications; knowledge of endurance industry; two (2) 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.

