

## Social Media Manager

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.

The Social Media Manager will report to the Senior Manager, Brand & Communications, and will focus on managing the execution of social media strategies of P3R social media channels and drive engagement with our audiences through each of the social media platforms that P3R utilizes.

### **Duties and responsibilities include but are not limited to:**

- Drive the focus on social media engagement with the P3R audiences within the P3R social media platforms by building and maintaining a solid online presence
- Monitor social media interactions with P3R social media accounts
- Track and monitor the success of social media initiatives and make suggestions for improvements
- Act as a channel owner for posting content to social media accounts
- Create content for social media, email, and other digital spaces used for marketing and communications efforts
- Research and assess social media and industry trends and recommend where adaptations can be made
- Lead the creation, launch, and content management and engagement of P3R TikTok
- Identify consumer engagement opportunities and launch new campaigns and/or platforms accordingly
- Develop social media campaigns
- Design digital advertisements and other materials for P3R programs
- Assist with the management of P3R websites including P3R, event, and program sites
- Serve as an informed staff member to help build relationships with our event participants, vendors, partners/sponsors, volunteers, other team members, etc.
- Foster brand promises and focus on organizational and team objectives
- Work closely with assigned P3R departments and project teams to understand communications objectives and work with supervisor and teammates to execute marketing plans accordingly
- Collaborate with the communications team, partnerships team, and other teams within P3R to execute marketing strategies focused around social media
- Attend all P3R events
- Other responsibilities as assigned

### **Required qualifications:**

- Passion for the mission of P3R
- Passion, idealism, integrity, positive attitude, mission driven, self-directed
- Interactive social media skills particularly with, but not limited to Facebook, Twitter, Instagram, TikTok, and LinkedIn.
- Ability to provide proof of growth in social networks previously managed/contributed to
- Experience working at an agency or corporation
- Capability to create engaging content aligning with current trends to interest and engage audiences

- Ability to preserve brand identity by maintaining a proper voice for each individual social media platform
- Superior creativity and ability to think outside the box
- Strong written and verbal communication skills
- Attention to creating inclusive content and maintaining an inclusive mindset
- Exceptional organizational and time management skills with the ability to fluently rearrange priorities
- Highly detail-oriented with an ability to prioritize workload
- Robust attention to detail and accuracy
- Excellent interpersonal skills with the ability to build relationships with both internal and external audiences
- Capable of multitasking
- Ability to work through high-pressure situations, work independently, and troubleshoot problems
- Highly collaborative and driven to work in a team-oriented environment
- Outstanding customer service skills
- Advanced knowledge and practice of social media platforms, trends, strategies, etc.
- Proficient in Microsoft Office and Google programs, and experience with Customer Relationship Management (CRM). Skills in graphic design platforms such as Canva, Adobe Illustrator, and Adobe Photoshop are preferred.
- Bachelor's Degree
- Valid Driver's License
- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand, walk use hands to finger, handle or feel, and reach with hands and arms. The employee may occasionally lift up to 25 pounds.

**To Apply: Please send cover letter including salary requirements and resume to [HR@p3r.org](mailto:HR@p3r.org)**