

**P3R**  
**Content Marketing Manager**

**Classification:**

Exempt/Full-time

**Reports to:**

Senior Manager, Brand & Communications

**Schedule:**

Monday-Friday, 8:30 a.m. – 5 p.m.; as needed for events

**Summary/Objective:**

P3R is the engine behind Pittsburgh's greatest events. 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 content marketing manager position is a new position on the P3R team, helping us to continue to grow the P3R brand through marketing and communications strategies. This position is assigned to contribute to many of the functions of marketing and communications deliverables including but not limited to email creation, blog writing, content creation, website management, idea sharing, vendor/media coordination, and event planning.

**Essential Duties:**

- Collaborate with all P3R departments and project teams to understand communication objectives, make strategic recommendations, and work with the rest of the marketing and communications team to develop and execute marketing and communications plans accordingly
- Develop content, including websites, blogs, email newsletters, email marketing, social media, and other distribution methods as applicable; assist with writing press releases, media advisories, and feature stories
- Develop engaging email marketing campaigns to help grow P3R's distribution and click-through rates, subscriber lists, and registrations
- Collaborate with marketing and communications team members to identify key MOVER stories to share and inspire others
- Review and analyze digital campaign progress and results; make corresponding recommendations to further drive successful results
- Update and maintain online event calendars
- Assist in planning special events, including (but not limited to) press conferences and photo opportunities
- Work closely with the communications team, partnerships team, and other teams within P3R to execute marketing strategies focused on deliverables for P3R events and client events
- Create detailed event plans for vendors such as timelines, photography/videography shot lists, emcee scripts, and other documents as needed
- Facilitate relationships with outside vendors such as photographers, DJs, and emcees, and media (when applicable)
- Ensure that all communication is cohesive with the P3R brand image

- Help coordinate internal P3R programs such as P3Runners, P3R insiders, and Steel City Road Runners as needed
- Work at all P3R and client events
- Other tasks as assigned

**Competencies:**

- Passion, idealism, integrity, positive attitude, mission-driven, self-directed
- 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
- Excellent organizational and time management skills; ability to prioritize workload effectively
- Robust attention to detail and accuracy with an ability to prioritize workload
- Excellent interpersonal skills with the ability to build relationships with both internal and external audiences
- Ability to work through high-pressure situations, work independently, and troubleshoot problems
- Highly collaborative and driven to work in a team-oriented and diverse environment
- Outstanding customer service skills
- Proficient in Microsoft Office and Google programs. Experience with Customer Relationship Management (CRM), graphic design platforms such as Canva, Adobe Illustrator, Adobe Photoshop, and Adobe Premiere are a bonus.

**Work Environment:**

This job operates in a professional office environment. The role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

**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; use hands; handle or feel; and reach with hands and arms. The employee may occasionally lift up to 30 pounds.

**Travel:**

Occasional travel as necessary

**Required Education and Experience:**

Bachelor's degree and five to seven years of experience in marketing and communications. All applicants must have a valid driver's license.

**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 required of employees assigned to this job.