

PITTSBURGH BALLET THEATRE

Media Relations & Content Marketing Manager

POSITION SUMMARY:

The media relations and content marketing manager will serve as media liaison for the company, create digital content to drive engagement, website traffic and sales, and serves as primary copy writer for the marketing team.

ACCOUNTABILITY:

The media relations and content marketing manager will report to the director of marketing and communications, support most organizational departments and serve as a media liaison for the artistic director and company dancers.

JOB RESPONSIBILITIES:

Media Relations

- Serve as a trusted liaison for members of the media
- Write and distribute press releases, media advisories and other materials promoting PBT events, programs and announcements
- Pitch, secure and coordinate media interviews, photo ops and feature stories
- Cultivate relationships with journalists and maintain comprehensive media contact database
- Communicate regularly with the artistic director to vet story ideas, schedule interview and photo opportunities, and align communications with artistic agenda
- Track and archive PBT media mentions
- Craft talking points, remarks and other key messaging for PBT spokespeople, including the artistic and executive directors and company dancers
- Coordinate and attend select promotional events

Copywriting and Content Marketing

- Write copy for direct mail, email and digital marketing campaigns
- Manage PBT social media accounts
- Develop comprehensive content calendar for press releases, blog and social media posts
- Write and edit the monthly PBT e-newsletter
- Create engaging, SEO-optimized blog posts for pbt.org and maintain accurate and up-to-date content across the website

QUALIFICATIONS:

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- Bachelor's degree in public relations, journalism or marketing
- 3-5 years professional experience in Public Relations, Journalism or related field
- Experience working with journalists and understanding of the Society of Journalists professional code of ethics
- Some weekend and evening work required

ESSENTIAL SKILLS AND EXPERIENCE:

- Portfolio of professional writing clips, such as press releases, published blog and social media posts, and news articles
- Knowledge of AP Style
- Experience working with Adobe Photoshop, Indesign or other design programs
- Demonstrated social media experience and familiarity with industry trends
- SEO experience a plus

Interested candidates should send a cover letter, writing samples and resume to Aimee DiAndrea at adiandrea@pittsburghballet.org. No phone calls please.