



## Marketing Manager

### **ABOUT City of Asylum Pittsburgh**

City of Asylum Pittsburgh builds a just community by protecting and celebrating freedom of creative expression. We provide sanctuary to endangered literary writers and artists, so that they can continue to create and their voices are not silenced.

We offer a broad range of free literary, arts, and humanities programs in a community setting to build social equity through cultural exchange. And by transforming dilapidated properties into homes for our programs, we anchor neighborhood economic development.

City of Asylum was founded in 2004 and is the largest writer sanctuary in the world. Located in Pittsburgh, PA, we are the U.S. headquarters of the International Cities of Refuge Network (ICORN), and do important work locally, nationally, and globally. We present over 150 free arts and humanities programs annually in Pittsburgh. Our international peers now deem us “the model for what a City of Asylum can be...expanding the idea of what is possible.”

Our neighbors credit us with breaking down barriers of race, gender, and class in our community.

Website: [www.cityofasylum.org](http://www.cityofasylum.org)

### **JOB DESCRIPTION**

The Marketing Manager will build institutional loyalty, increase the diversity of audiences, grow donations from individuals, and increase sales in affiliate businesses (bookstore, restaurant).

A strong candidate is equally proficient with day-to-day marketing activities and long-term strategizing. They have experience designing, creating and implementing data-driven marketing campaigns to personalize communications to acquire, cultivate and retain audiences and donors. They are able to successfully execute and convert leads from campaigns.

The Marketing Manager is analytical, curious, a critical thinker, collaborative, and an excellent communicator. They can manage multiple priorities effectively and independently with minimal supervision. They will work primarily in-person at the City of Asylum office, reports to the Director of Development and supervises the Writer.

## **RESPONSIBILITIES**

- Conceptualize and execute all aspects of multi-channel campaigns across the prospect, patron, and donor lifecycle, ensuring the alignment of communications and messaging in all channels. Lead the development, implementation and management of marketing programs from start to finish, working with the Writer for content creation, and collaborating with internal partners.
- Daily marketing activities: manage digital platforms (social media, website/WordPress, e-communications/MailChimp), create graphics, design and distribute printed materials (brochures, flyers, posters, postcards, direct mail, calendars, signage), and manage public relations (press releases, event calendar listings, tracking, promotion).
- Support senior staff by evaluating and optimizing effectiveness of marketing campaigns; define KPIs including open rates, click-through, conversion rates, and ROI analysis; create reports or dashboards to communicate results. Test marketing approaches, track engagement and conversion rates, and analyze results.
- Implement optimization strategies and tools and best practices to increase marketing effectiveness. Segment data and build target audience marketing lists. Implement paid search and SEO strategies and campaigns; tag content, improve search, personalize and segment communications based on preferences and behavior; manage paid social media advertising.
- Manage Writer.

## **QUALIFICATIONS**

- Bachelor's degree in marketing or a related field.
- 3+ years of direct marketing experience and knowledge of best practices for direct response creative, segmentation and testing methodologies.
- Experience with MailChimp, WordPress, Survey Monkey, Google Analytics, Google AdWords campaigns, Canva, InDesign and Social Media management tools is highly preferred.
- Strong analytical skills and data-driven thinking. Experience extracting data, reports and dashboards from CRM software (Salesforce.com, Patron Manager, Salsa, Tessitura, or Bloomerang) and analyzing data in Excel is preferred.
- Creative individual with the ability to think conceptually.
- Excellent interpersonal and communication skills. Proven ability to work in a cross-functional environment.
- Process and quality orientation with exceptional attention to detail. Strong project management skills and the ability to manage multiple deadlines.
- Sense of pride in your performance and its impact on the organization's success.

## **COMPENSATION/BENEFITS**

This is a full time, exempt salaried position, working in-person at our office. This position has supervisory responsibilities.

- Annual salary range, based on qualifications: \$42,000-\$48,000
- Healthcare (up to \$250 monthly reimbursement for benefits or medical expenses)
- Paid Time Off (12 days of PTO the first year) plus 8 paid holidays
- Vanguard Simple IRA with 3% match
- Potential to work remotely one day/week

## **REQUIREMENTS**

- Full COVID-19 vaccination by the start of employment.
- Commitment to the values of Equity, Diversity, and Inclusion.

## **NON-DISCRIMINATION POLICY**

City of Asylum Pittsburgh is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. It is our policy to be fair and equitable in our relations with our employees and applicants. Recruitment, hiring, placements, transfers and promotions, selection for training opportunities, wage and salary administration, decisions regarding separation from employment, layoffs, returns from layoffs, family care leave, social and recreational programs, and the application of all benefits and policies are based on individual qualifications for the positions being filled, and are also to be administered regardless of race, color, religion, ancestry, national origin, age (40 or older), sex, sexual orientation, gender, gender identity, marital status, political affiliation, veterans' status, disabilities (physical and mental), medical condition (including cancer and HIV status), and any other characteristic protected by law.

City of Asylum is committed to results-oriented management aimed at achieving equal employment opportunity and shall apply good faith efforts to seek out, employ, train, and promote women and minority group members. If, because of a disability, you need accommodations in completing this application or to participate in an interview, please contact us at [info@cityofasylum.org](mailto:info@cityofasylum.org) or call 412-435-1110.

## **HOW TO APPLY**

Please send a cover letter, resume, and marketing campaign samples to [jobs@cityofasylum.org](mailto:jobs@cityofasylum.org) with "Marketing Manager" in the subject line.

### **City of Asylum**

40 W. North Avenue, Pittsburgh, PA 15212

Email: [jobs@cityofasylum.org](mailto:jobs@cityofasylum.org)

Website: [www.cityofasylum.org](http://www.cityofasylum.org)