



## Marketing Manager

### ABOUT CITY OF ASYLUM PITTSBURGH

City of Asylum Pittsburgh is a 501(c)(3) nonprofit that 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.

Founded in 2004, City of Asylum is the largest writer sanctuary in the world and serves as the U.S. headquarters of the International Cities of Refuge Network (ICORN). We present more than 120 free arts and humanities programs each year, including readings, concerts, and cultural events.

Our home, Alphabet City, is a vibrant cultural hub located in Pittsburgh's Northside that houses our nonprofit programs alongside our independent bookstore and an on-site restaurant. Together, we create a welcoming space for dialogue, discovery, and shared experiences. By bringing people together through the arts and across cultures, we work to build social equity and break down barriers of race, language, gender, and class in our community.

Learn more at [www.cityofasylum.org](http://www.cityofasylum.org).

### POSITION SUMMARY

The Marketing Manager leads the organization's marketing and communications strategy with a focus on audience growth, donor engagement, and national visibility. This role is responsible for unifying messaging across Alphabet City to support a cohesive public presence and visitor experience.

The ideal candidate is a growth-focused campaigner with strategic vision and editorial sensibility. They are driven by metrics, fluent in digital platforms, and know how to craft content that reflects a mission rooted in freedom of expression, cultural exchange, and community building.

This is a leadership-track role, ideal for someone ready to step into organizational strategy and grow into a Director-level position. The Marketing Manager will work closely with the Executive Director to shape and execute core messaging and audience development strategy.

### KEY RESPONSIBILITIES

- Strategy & Planning

- Develop and implement a multi-channel marketing strategy aligned with institutional priorities
- Set KPIs for audience growth, engagement, and visibility
- Integrate marketing efforts across Alphabet City, including City of Asylum's nonprofit programs and bookstore, coordinating with the restaurant's team to support a cohesive visitor experience
- Build out brand guidelines and messaging frameworks, working within City of Asylum's established branding and visual identity
- Campaign & Content Execution
  - Plan and execute campaigns that support public programs, donor engagement, community connection, and organizational visibility
  - Create compelling, brand-aligned content across platforms (email, social media, website, press, etc.)
  - Manage public-facing communications including newsletters, web updates, social copy, and select print collateral
  - Oversee content planning and quality control for materials produced by the Content Marketing Coordinator
- Donor Messaging & CRM Collaboration
  - Lead the development of donor-facing messaging, including appeal letters, campaign emails, and impact storytelling in coordination with the development team
  - Collaborate with development staff to align marketing strategy with donor engagement goals across platforms, including HubSpot (marketing) and PatronManager/Leap (donor CRM)
  - Coordinate segmentation, campaign calendars, and performance tracking to ensure effective outreach and consistency of voice
- Audience Growth & Visibility
  - Develop strategies that expand both local, regional, and national audiences, with a focus on deepening engagement among Pittsburgh's diverse communities
  - Build relationships with press, influencers, and partner organizations to increase reach
  - Position Alphabet City as a destination and elevate City of Asylum's profile as a national leader in writer sanctuary and arts programming
- Team Leadership & Cross-Departmental Strategy
  - Supervise and mentor the Content Marketing Coordinator, supporting professional growth, accountability, and high-quality execution
  - Serve as a connector across departments (development, programming, bookstore) to ensure alignment in messaging and marketing efforts
  - Lead cross-functional planning for campaigns, timelines, and content needs

- Analytics & Learning
  - Track campaign performance using HubSpot, Google Analytics, and social metrics
  - Share learnings and reports that inform future strategy
  - Continuously test and improve audience engagement tactics based on performance data

## **QUALIFICATIONS**

- Required
  - At least 5 years of progressively responsible experience in marketing or communications, including leading campaign strategy, managing content development, and mentoring staff
  - Demonstrated success in audience development and campaign planning
  - Experience using HubSpot (or similar tool) for email marketing, segmentation, and analytics
  - Strong writing and editing skills, with attention to tone and brand voice and the ability to shift tone for different audiences (donors, press, public)
  - Experience with paid digital campaigns, social media, and SEO/SEM strategy
  - Strong organizational and project management skills, with the ability to balance multiple timelines and priorities
  - Experience supervising and mentoring staff
  - Comfortable working across nonprofit and for-profit entities in a unified brand environment
- Preferred
  - Proficiency in HubSpot
  - Proficiency in Google Workspace
  - Proficiency in Trello
  - Experience in arts, literary, or mission-driven organizations
  - Cultural competency in engaging diverse or multilingual audiences

## **OTHER REQUIREMENTS**

Documentation of full COVID-19 vaccination will be required prior to the start of employment.

## **COMPENSATION & BENEFITS**

This is a full-time, exempt position with a flexible schedule. This role is primarily in-office, with one remote working day per week.

- Salary range: \$68,000 - \$78,000, with flexibility for candidates with proven success driving national-scale audience growth, advanced HubSpot automation, donor-campaign leadership, and team management. Salary is commensurate with experience and qualifications.
- Health insurance: Two UPMC plans available, with 55-75% employer contribution

depending on the plan selected

- Dental insurance: 50% employer contribution
- Vision insurance: available at employee's expense
- Retirement: SIMPLE IRA with up to 3% employer match
- Short and long term disability coverage (no cost to employee)
- Paid time off: 12 days annually, with an increase after the second year
- Paid holidays: 10 annually
- Professional development: Annual funds available to support continuing education and growth
- Discounts at on-site restaurant and bookstore
- Free on-site parking

## **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 submit a resume and responses to the following questions (in lieu of a cover letter) to [jobs@cityofasylum.org](mailto:jobs@cityofasylum.org) with "**Marketing Manager**" in the subject line.

1. Why are you interested in this role at City of Asylum? What aspects of our mission or work resonate most with you?
2. Tell us about one multi-channel campaign you led that expanded an audience or donor base. What goal did you set, which channels were involved, and what measurable outcome did you achieve?
3. Explain your approach to writing successful appeal or impact messages. What tone and structure work best, and how do you judge effectiveness? (You may reference an existing sample or public link, but new writing is not required.)

4. Describe a situation where you helped a direct report or colleague revise marketing work to better meet strategic goals. What guidance did you provide and how did you keep the project on schedule?
5. Share an example of coordinating marketing efforts across multiple teams or partners. How did you align timelines and priorities, and what was the result?
6. Give an example of a time when you adapted content or channel strategy to reach a multilingual, immigrant, or otherwise underserved community. What did you learn from the experience?