

Brand and Design Manager

Pittsburgh Regional Transit is seeking a Brand and Design Manager to lead the development of promotion strategies and campaigns, and oversee the creative direction of PRT creative efforts, working collaboratively with other PRT departments. The role includes developing and implementing strategic marketing initiatives, and hands-on creative management and design work, ensuring alignment with PRT's goals and maintaining consistency in brand identity.

Essential Functions:

- Lead the creative development process for marketing campaigns, from brainstorming to final execution, ensuring a high-quality brand presentation.
- Oversee brand promotion strategies, ensuring all marketing initiatives align with the overall brand identity.
- Provide creative direction for the production of marketing materials, including digital, print, and multimedia content.
- Collaborate with internal stakeholders to develop marketing strategies that support key initiatives and goals.
- Ensure consistent messaging and visual identity across all marketing channels, including social media, advertising, and public relations.

Job requirements include:

- High school diploma or GED.
- Bachelor's degree in marketing, communications, business or related field from an accredited college or university. Directly related experience may be substituted for the education on a year-for-year basis.
- Minimum of five (5) years' experience in marketing, creative management, brand strategy, or advertising. No certifications or licenses required.
- Minimum of two (2) years supervisory experience.
- Portfolio demonstrating successful creative and marketing campaigns.
- Proficiency with Adobe Creative Suite.
- Prior design and copy proofing experience.
- Effective project management skills.
- Effective and professional communications skills.

Preferred attributes:

- Transit knowledge



We offer a comprehensive compensation and benefits package. Interested candidates should forward a cover letter (*with salary requirements*) and resume to:

Amy Giammanco
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EOE