

Marketing Associate

Pittsburgh Regional Transit is seeking a Marketing Associate to provide support to management with marketing pass sales, projects, and events for Port Authority of Allegheny County d/b/a Pittsburgh Regional Transit (PRT). Supports the development and coordination of internal and external special events. Represents PRT at community events and department meetings, as needed. Assists in the planning/development of internal and external marketing/awareness campaigns and promotions. Coordinates distribution of materials and supports other efforts for marketing programs. Coordinates purchase of company-branded apparel and other promotional products. Supports PRT's community sponsorships and donations program.

Essential Functions:

- Administer program-related tasks for marketing initiatives including PRTs On the Move and Job Perks programs. Responsibilities include responding to inquiries and providing information to help secure participation.
- Assists in updating and scheduling social media content as well as creation of media for marketing messaging on both social media and through PRT information channels. This includes brainstorming ideas for social media campaigns and the PRT blog as well as writing content for both internal and external publication. Examples of promotion include new fare media, rider rewards highlights, employee recognition, and promotion of marketing events and programs.
- Participates in various committees including PRTs Sponsorship Committee. Tasks could include preparing for the committee's monthly meetings, securing sponsor details, contacting approved sponsorships and submit program ads, logos, and event attendee names as needed. Also maintains the annual approved sponsorship list and assists in scheduling PRT staff to attend sponsorship events.

Job requirements include:

- High school diploma or GED.
- Bachelor's degree in public relations, communications, journalism, marketing, or related field from an accredited college or university.
- Minimum of two (2) years' experience in marketing, business, or advertising. No certifications or licenses required.
- Demonstrated ability in the use of Microsoft Windows & Microsoft Word, Excel, and PowerPoint.
- Effective and professional communication skills with all levels of employees including executive level management.
- Ability to work evenings and weekends if required for special events.

Preferred attributes:

- Knowledge of PRT's various modes of transportation and services.
- Ability to work well in a fast-paced environment with shifting priorities.



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

Glenn Huetter
Employment Department
345 Sixth Avenue, 3rd Floor
Pittsburgh, PA 15222-2527
GHuetter@RidePRT.org

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