

Rivers of Steel

Director of Marketing & Communications

Spring 2025

Full Time with Benefits

Rivers of Steel Heritage Corporation is seeking a full-time Director of Marketing & Communications to lead and grow national, state, and regional interest and commitment to our purpose and projects by developing and delivering consistent, informative, inspiring, and actionable communications and experiences.

POSITION DESCRIPTION

Reporting to the President and CEO, the Director of Marketing & Communications is responsible for telling the compelling story of the region's industrial past and how our tourism, education initiatives, grant programs, preservation efforts, and community engagement through the arts are impacting education, the economy, and quality of life in southwestern Pennsylvania.

Audience: public/private funders, customers, clients, regional thought-leaders, global heritage organizations, and Rivers of Steel board members and staff

Channels: web sites and social media channels; photography; signage; brand and style guides, digital and print materials; event and museum curation

The Director of Marketing & Communication works collaboratively with program managers and external partners at our headquarters in the historic Bost Building at 623 E. Eighth Avenue, Homestead, PA 15120, as well as in the field supporting experiences. Develop, activate, and lead:

- Communications and stakeholder engagement plan:
 - Brand/curation across print and online information channels
 - Consistent, compelling event and growth announcements including fundraising and the "Carrie On!" \$42 million capital campaign
 - Share transformative real-life stories of our history and current impact in the region
- Sales and Marketing plan:
 - Market Rivers of Steel rentals, experiences, and tourism partnerships to increase revenue generation
 - Understand the needs/desires of our communities and key public/private partners and consistently deliver inspiring and actionable communications
 - Cultivate relationships with heritage partners to showcase collaborations capitalizing on opportunities to develop new collaborations
 - Engage new audiences through outreach and community programs, leading events at the Bost Building, W.A. Young & Sons Foundry and Machine Shop, Carrie Furnaces, and Pump House
 - Provide advance and day-of support for festivals and events

Leadership, Management, and Administration

- Work closely with executive leadership to ensure all communications and marketing efforts are aligned with and actively support strategic initiatives and development goals, including communications to support individual giving
- Responsible for the direct supervision of the manager of tourism, and the indirect supervision of the tourism department, including the tourism coordinator and part-time tour guides

- Work closely with program directors to support public / group tours, education programs, creative-placemaking efforts, rental events, media inquiries, and special events
- Communications contacts and annual/ regular benchmarking reports
- Business administration tasks, including budgeting, contracting, board and grant reporting, market analysis, project management, and vendor / consultant management
- Attend staff meetings, and programs and events sponsored by Rivers of Steel and partner organizations
- Participate in regional meetings, conferences, seminars, and community initiatives to support professional and institutional growth

QUALIFICATIONS

Qualified candidates will possess the following attributes:

- Expertise in strategic communications and marketing planning and execution
- Exceptional written and verbal communication skills; including copyediting, proofreading, and a strong public speaking ability
- Excellent organizational skills: demonstrated ability to make self-directed decisions and prioritize concurrent responsibilities while maintaining attention to detail
- Demonstrated relationship-building skills, reflecting the ability to effectively communicate with a wide range of stakeholders
- Working knowledge of content management systems and digital problem-solving skills; experience with Microsoft Office applications, Google Workspace, Word Press websites, social media, and other platforms
- Comfortable working independently and collaboratively
- Experience in a nonprofit organization strongly preferred; knowledge of Pittsburgh and southwestern Pennsylvania's cultural sector and historic attractions is a plus
- Enthusiasm for Rivers of Steel's mission; demonstrated passion for arts and culture, history, community development and/or tourism—as an ambassador of Rivers of Steel, applicants should enjoy working with the public and develop an evolving knowledge of the organization and the region's cultural assets

REQUIREMENTS

- An undergraduate degree in marketing, communications or a related field is preferred, or at least five years of demonstrated experience in communications and marketing roles
- Applicants must be able to work well under pressure and meet deadlines that vary in volume from day to day
- Candidates must possess a valid Pennsylvania driver's license and have a reliable vehicle available for work use
- Must clear all applicable Commonwealth of Pennsylvania background checks, including Pennsylvania Child Abuse History (Act 33), Pennsylvania State Police (Act 34), and FBI fingerprinting (Act 114)

PHYSICAL DEMANDS AND WORK SCHEDULE

- Ability to undertake some physical activity and work, including light lifting
- Availability to work weekdays and occasional evenings / weekends and holidays
Please refer to Rivers of Steel's Employee Handbook for official policies.
- While the candidate will work at the office and remotely, occasional travel will be necessary to meet with partners throughout the eight-county National Heritage Area.
- All employees are required to be vaccinated for COVID-19

APPLICATION INSTRUCTIONS

Please provide a detailed resume and cover letter delineating your relevant experience to employment@riversofsteel.com.

Applications will be accepted until the position is filled; however, applications received on or before April 18, 2025, will receive priority consideration. Only applicants most closely qualified for the position will be contacted for an interview.

Rivers of Steel is an equal opportunity employer and does not discriminate in hiring, transferring, promoting, terminating, paying, training, benefits, or other actions affecting employees. Rivers of Steel does not make any personnel decisions based on race, color, sex, age, national origin, religion, ancestry, marital status, veteran's status, non-job-related disability or handicap, or other prohibited criteria.

SALARY & BENEFITS

Rivers of Steel offers a competitive salary and employee benefits compensation package including health, retirement, vacation, and leave time.

ABOUT RIVERS OF STEEL

Founded on the principles of heritage development, community partnership, and reverence for the region's natural and shared resources, Rivers of Steel strengthens the economic and cultural fabric of western Pennsylvania by fostering dynamic initiatives and transformative experiences.

Through its attractions, programs, and partnerships, Rivers of Steel champions the region's industrial and cultural heritage to support economic revitalization throughout the eight counties of the Rivers of Steel National Heritage Area by working to deepen community partnerships, promote heritage tourism, and preserve local recreational and cultural resources for future generations.