

Colorado Symphony Association
Internal Job Description
Director of Media & Public Relations

I. Summary

Title: Director, Media & Public Relations

Reports To: CEO

Area of Responsibility: Media (PR) & working with community

Status: Full Time, Salaried, Exempt

Basic Function:

The Director is responsible for establishing and implementing the strategic direction for all Colorado Symphony Association (CSA) media and community relationships. The Director works collaboratively with the Development, Marketing, Education, and Artistic functions to set goals, objectives and strategies that further the CSA's mission to achieve ticket sales and enhanced appreciation for and enriched understanding of music especially classical music as a vital means of expanding community engagement.

II. Primary Duties and Responsibilities

1. Operational Direction and Management – Media Relations

- a. Media strategy of the Colorado Symphony with an emphasis on generating audience interest and driving ticket sales (work closely with Marketing, Artistic and Development).
- b. Prepare season publicity plan to promote concerts, events, and significant announcements.
- c. Prepare/edit material for media and other external audiences (community, government, corporate etc.) including press kits, personnel biographies, fact sheets, etc.
- d. Build and maintain calendar of press releases in alignment with marketing calendar.
- e. Schedule and execute artist interviews and appearances with media.
- f. Prepare talking and script points to prepare artists/spokespersons for interviews
- g. Serve as spokesperson as necessary.
- h. Identify opportunities for feature articles based on news trends, editorial calendars, reporter interests etc.
- i. Understand and engage with changing landscape of media reporting in Colorado, with emphasis on arts coverage and manage relationships with local media personalities and representatives.
- j. Pitch and secure placement for stories within traditional and non-traditional media across formats from broadcast to online, including concerts.
- k. Arrange and staff media events, press conferences, etc. to publicize symphony and promote goodwill. Enable access to artistic leadership, musicians and staff.
- l. Utilize online media database and monitoring service to ensure targeted media communications, regular follow-up with reporters, identification of new media partners, and to track and quantify media efforts.
- m. Respond to requests for information, interviews and photographs from the media or designate another appropriate spokesperson or information source.

2. Social Media

- a. Work with Manager of Digital Media to implement targeted social media strategy as part of content marketing strategy.
- b. Develop and maintain 'new' media relationships with bloggers and social media influences to increase reach of public relations and publicity efforts in collaboration with the marketing team.
- c. Utilize online monitoring service to identify and implement ideas for social media tactics.

3. Operational Direction and Management – Public Relations

- a. Serve as communication liaison to a network of community partners.
- b. Increase awareness of CSA community initiatives including outreach, and discount ticketing initiatives.
- c. Integrate community outreach and messaging into overall PR strategy, calendar and media outreach.
- d. Represent the CSA at community events as appropriate.
- e. Connect to vital community organizations whose mission aligns with that of the CSA.

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III. Internal Business Operations

4. **Budget and planning**
 - a. Develops and manages the department's budget in accordance with guidelines set by the Chief Financial Officer.
 - a. Prepares check / payment requests for all budgeted expenses and tracks invoicing on projects.
5. **Board of Trustees**
 - a. Presents, as appropriate, the strategic direction and implementation plans for CSO media and community outreach and related community engagement programs.
 - b. Apprises the Board through media and community reports on the progress of all efforts for all scheduled board meetings and as requested.
6. **Other Duties and Responsibilities**
 - a. Attends concerts of the orchestra regularly.
 - b. Performs other duties as assigned by the CEO.

IV. Qualifications:

1. Education
Bachelor's degree in PR, communications or related field or comparable work experience.
2. Experience
2+ years' experience in public relations for the arts, preferably in music or performing arts background.
3. Knowledge, Skills & Abilities
Experience in non-profit performing art industry preferred.
Appreciation for orchestral music.
Some degree of knowledge of classical music, how an orchestra works and performing arts world in general
Must have superior writings skills and verbal communication skills.
Familiarity with key people of influence within Colorado media; established network of contacts preferred.
Ability to direct the creation on innovative, ideas-centric content.
Demonstrated experience with social media and content marketing
Ability to proofread material and perform research
Works independently, collaboratively and creatively meet deadlines in a fast-paced environment
Maintains confidentiality.
4. Equipment to be used
Microsoft software including Word, Excel, Publisher, Power Point applications, Tessitura & SharePoint.
5. Physical Demands
Must be able to handle the physical demands commensurate with an active administrative position and concert schedule.

V. Supervisory Responsibilities

Works with Marketing team to manage subordinates, interns, and seasonal volunteers.

The duties listed above should not be considered all-inclusive. The person in this position is expected to perform other work-related duties as assigned, even though they may not be considered primary duties.

The Colorado Symphony Association reserves the right to revise this job description at any time. This job description is not a contract for employment. All employees are expected to adhere to all terms and conditions of the Association's Personnel Policies and Employment Manuals and other Association policies and procedures which may be promulgated and published from time to time.