



Title: Communications Manager
Department: Communications
Reports to: Vice President of Communications
Supervisor to: Public Relations Coordinator, Public Relations Interns
Status: Exempt

Summary:

The Communications Manager works in collaboration with the VP of Communications—and works closely with a team that includes the Director of Publications & Content Development and the Public Relations Coordinator—on all communications and public relations activities of The Philadelphia Orchestra to strategically advance its attention, public image, and perception through internal and external digital and print media and to support ticket sales and fundraising efforts. Key areas of responsibility include the development of comprehensive, integrated communications and public relations plans, relationships with the media, departmental and institutional writing, and assisting with day-to-day activities of the department.

The Communications Manager works as part of a team to obtain local, national, and international media coverage for performances at the Kimmel Center for the Performing Arts, Neighborhood Concerts, national and international tours, Collaborative Learning programs, development and sponsor activities, and recordings and other electronic media projects, among other organizational initiatives. Additionally, the Communications Manager plays a key liaison role with community and venue partners, including The Mann Center for the Performing Arts, Saratoga Performing Arts Center, and Bravo! Vail Music Festival. The Communications Manager will travel with the Orchestra

Essential Functions:

1. Work with the VP of Communications in the development of comprehensive communications and public relations plans designed to achieve the strategic goals of the organization; ensure implementation of plans within the department.
2. Develop and maintain relationships with a wide range of local and national media; monitor coverage for story ideas, publicity opportunities, industry trends, and media contacts.
3. Plan, pitch, and place stories in local, national, and international media outlets.
4. Publicize and promote The Philadelphia Orchestra, artistic leadership, and musicians. Develop relationships with musicians and guest artists' representatives to maximize publicity possibilities; arrange media interviews with guest artists and Orchestra musicians.
5. Maintain a comprehensive writing schedule: write news releases and alerts, e-newsletter copy, blog posts, biographies, articles, letters, and other institutional materials.
6. Strategically manage and maintain the Orchestra's social media presence (Facebook, Twitter, and Instagram), including developing the Orchestra's overall social media strategy and executing content and campaigns. This includes both organic content and Facebook ads to promote both the organization and individual programs, as well as in-the-moment content from events.
7. Assist with the planning and management of communications events.
8. Assist with internal communications to Board, staff, and musicians.
9. Represent the department at external partner meetings and internal organizational project meetings.
10. Oversee WRTI and SiriusXM partnerships, including coordination of guest artist interviews for season-long broadcasts.
11. Participate in PR concert duty rotation, including managing photographers and greeting media.
12. Maintain updated internal PR database of media contacts and ensure the accuracy and timeliness of data.
13. Develop creative and engaging content (storytelling, video series, etc.) to be used across platforms including social media, e-newsletters, emails, and blog.
14. Oversee the daily clips and press tracking process.
15. Manage press tickets.
16. Manage Public Relations Coordinator.

17. Coordinate hiring and supervision of department interns.
18. Other duties as assigned.

Education/Experience:

Bachelor's degree in public relations, communications, music, or liberal arts required. Knowledge of classical music repertoire required. Three to five years of professional experience in public relations with no fewer than two years in the classical music and performing arts industry. Equivalent combination of education/training and experience may be considered.

Minimum of three substantive, diverse writing samples required.

Knowledge/Skills/Abilities:

1. Communications and public relations expertise with proven background working with editorial media, media relations, story placement, etc.
2. Experience, knowledge, and familiarity with digital and social media practice.
3. Outstanding writing skills required.
4. Excellent critical thinking, written, and verbal communications with the ability to function at a high level of productivity in a fast-paced, high energy environment.
5. Outstanding interpersonal skills with the ability to articulate messages to a variety of audiences.
6. Ability to work in fast-paced, high energy environment and manage multiple projects simultaneously.
7. Strong editing/proofreading skills.
8. Proven supervisory skills.
9. Excellent organizational and time management skills.
10. Background in classical music.
11. Attention to detail.
12. Ability to work as part of a team.
13. Sense of humor.
14. Strong computer skills including MS Office, PhotoShop, Final Cut Pro. Must be familiar with, and experienced in, a variety of social media platforms including but not limited to Facebook, Instagram, Twitter, YouTube, and Snapchat.
15. Ability to travel.

Working Conditions:

Routine for office environment. The employee will be required to perform the essential functions of the job during evening and weekend concerts and other media events. Domestic and International travel required; must possess valid passport.