



Title: Communications Coordinator
Department: Communications
Reports to: Communications Manager

Summary:

Reporting directly to the Communications Manager and working closely with a team that includes the Director of Publications & Content Development and the Vice President of Communications, the Communications Coordinator supports all public relations and publications activities of The Philadelphia Orchestra to strategically advance the Orchestra's public image and its organizational revenue goals. This position is responsible for helping to execute a comprehensive media relations strategy, supporting social media efforts, and assisting with day-to-day activities of the department.

Essential Functions:

1. Write press releases, media advisories, social media content, blog posts, e-newsletter content, and other institutional materials to represent the strategic messages of The Philadelphia Orchestra.
2. Publicize concerts and events by creating and repurposing content through a variety of institutional channels.
3. Plan, pitch, and place stories in local media outlets.
4. Assist with implementing social media strategy, write and schedule social posts, maintain social media content calendar, track and analyze social analytics, and stay apprised of trends and algorithms.
5. Assist with interview coordination for media partners, including WRTI and SiriusXM.
6. Serve as liaison to artists, managers, and publicists; maintain artist publicity materials.
7. Coordinate interviews with artists and Orchestra musicians for multiple purposes (media requests, promotional videos, institutional materials such as *Playbill* and the Orchestra blog).
8. Coordinate press ticket requests with Ticket Philadelphia and the Orchestra's marketing team.
9. Support budgeted revenue goals for ticket sales and fundraising by disseminating organizational messaging.
10. Maintain and regularly update the department's media database.
11. Distribute daily clips, track press coverage, and compile clip reports for departmental and institutional use.
12. Assist the Director of Publications & Content Development with production of Orchestra program books.
13. Assist in the coordination of institutional photography, organize and keep current stock photographs, maintain photo archive, and work with outside photographers.
Assist Communications Manager and Director of Digital Media & Video Production with conceptualization, production, and editing of video materials.
14. Serve as PR department representative at meetings to gather and coordinate content for publicity efforts.
15. Liaise with Kimmel Center Resident Company PR representatives and other community partners on joint promotions and other opportunities.
16. Participate in PR concert duty rotation, including managing photographers and greeting media.
17. Process invoices and other administrative tasks.
18. Other duties as assigned.

Education/Experience:

Bachelor's degree in public relations, communications, or related field required. Knowledge of, and interest in, classical music preferred. A minimum of one year of experience in public relations. Equivalent combination of education/training and experience may be considered.

Knowledge/Skills/Abilities:

1. Public relations or similar experience with proven background in PR writing, working with the media, placing stories, and managing social media.
2. Strong writing and proofreading skills.
3. Outstanding interpersonal skills with the ability to articulate messages to a variety of audiences.
4. Excellent organizational and time management skills.
5. Knowledge of classical music preferred.
6. Ability to work in a fast-paced, high energy environment and manage multiple projects simultaneously.
7. Ability to work as part of a team.
8. Sense of humor.
9. 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.

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.