



Title: Communications Coordinator
Department: Communications
Reports to: Director of Digital Content & Communications

Summary:

Reporting directly to the Director of Digital Content & Communications and working closely with a team that includes the Director of Publications & Content Development, Video Producer, Digital Asset Manager, and the Vice President of Communications, the Communications Coordinator supports all communications 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 news 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 creative 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. Coordinate interviews with artists and Orchestra musicians for multiple purposes (media requests, promotional videos, institutional materials such as *Playbill* and the Orchestra blog).
7. Coordinate press ticket requests with Ticket Philadelphia and the Orchestra's marketing team.
8. Maintain and regularly update the department's media database.
9. Distribute daily clips, track press coverage, and compile clip reports for departmental and institutional use.
10. Assist the Director of Publications & Content Development with production of Orchestra program books.
11. Assist Video Producer and Director of Digital Content & Communications with conceptualization, production, and editing of video materials.
12. Liaise with community partners on joint promotions and other opportunities.
13. Participate in PR concert duty and other on- and off-site rotations, including managing photographers, video crews, and greeting media.
14. Process invoices and other administrative tasks.
15. 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 with the ability to articulate messages to a variety of audiences.
3. Outstanding interpersonal skills.
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.
10. Must be familiar with, and experienced in, a variety of social media platforms including but not limited to Facebook, Instagram, Twitter, YouTube, TikTok, and Snapchat.
11. Basic video editing knowledge a plus.

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.