



255 East Ave LL02  
Rochester, NY 14604

**Job Title: Public Relations and Communications Manager**

**Classification: Full Time Salary**

**FLSA Status: Exempt**

**Supervisor: VP of Marketing and Communications**

### ***Summary:***

The Public Relations and Communications Manager is responsible for the development and delivery of comprehensive, integrated communications and public relations plans that align with the mission, vision and overall institutional messaging/narrative of the RPO. The PR & Communications Manager cultivates media relationships and creates opportunities for the RPO to maximize and capitalize on the widest positive public awareness surrounding community partners, community engagement, education programming, concerts, special events, and outreach that will encourage growth. The PR & Communications Manager functions cross departmentally to ensure the departmental and institutional story is captured; this includes assisting with day-to-day critical communication activities to strategically position the RPO's attention, image and perception to internal and external constituents.

### ***Duties and Responsibilities:***

1. Work directly with the VP of Marketing and Communications, VP of Development and CEO in the development of comprehensive communications and public relations plans designed to achieve the strategic messaging goals of the RPO.
2. Create an institutional PR plan for the RPO to further its position the community; ensuring communication activities intersect with all aspects of the organization.
3. Develop relationships and cover stories in close coordination with all RPO departments delivering the institutional messaging/narrative of the RPO.
4. Develop and maintain relationships with a wide range of local, state, national and international media; monitor coverage for story ideas, publicity opportunities, industry trends, and media contacts. Direct sensitive questions to the appropriate spokesperson. (President/CEO, VP of Marketing and Communications, or the Chairperson of the Board of Directors).
5. Publicize and promote artistic leadership, and musicians. Develop relationships with musicians and guest artists' to maximize publicity opportunities; arrange media interviews with guest artists and Orchestra musicians.
6. Maintain a comprehensive writing schedule: write news releases and alerts, e-newsletter copy, blog posts, biographies, articles, letters, and other institutional materials.
7. Assist the VP of Marketing and Communications and the development team with the planning and management of communications events.
8. Champion communications to all key internal and external stakeholders.
9. Create and implement public relations plan and timetable to support sales of season series and single tickets and special events.
10. Write press releases, public service announcements, prepare press kits, and plan and implement press conferences.
11. Clear media requests for concert/event coverage through appropriate channels, offer assistance to, and supervise media at concerts/events.

12. Maintain photo archives, and biography files of musicians, conductors, and staff.
13. Assist VP of Marketing as needed in development of sales and customer service materials, and with the creation of audience development plans.
14. Serve as Marketing Department representative at concerts when VP or Marketing is not available.
15. Maintain ongoing trade relationships and cross-promotional opportunities with other non-profit organizations.
16. Assist in the development and monitoring of the RPO's website; ensuring the RPO's brand.
17. Serves as an active, collaborative, and resourceful member of the Marketing Team.
18. Completes all regulatory trainings; i.e. sexual harassment, and workshops as scheduled by the institution.
19. Actively participates in all organizational and departmental meetings determined by the CEO and VP of Marketing.
20. Other Duties as assigned.

### ***Supervisory Responsibilities:***

This position does not have supervisory responsibilities.

### ***Language Skills:***

High Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

### ***Mathematical Skills:***

Intermediate Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### ***Reasoning Ability:***

Very High Skills: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

### ***Computer Skills:***

Microsoft Programs: Word, Excel, Publisher, Power Point

Email Systems: Outlook, Wordfly (email Marketing)

Social Media: WeVideo (cloud-based video editing), Instagram, Facebook, Twitter, LinkedIn, YouTube

Other: Asana – Project Management, Buffer – Social Media Management, Wordpress – Blogging and Webmaster

### ***Education/Experience Requirements:***

Bachelor's Degree and/or a combination of education and 2-3 years' experience in the PR/Communications, Marketing arena, preferably in Orchestral or Arts. Present a small portfolio of work completed at the college, internship or corporate level.

## **Specialized Training:**

No Specialized Training Required.

## **Knowledge, Skills, and Abilities:**

- Must be able to work independently and be self-motivated; creativity and problem solving ability a must.
- Positive attitude, flexibility, teamwork, and attention to detail.
- Strong verbal communication skills and ability to write and speak clearly to capture audience attention

## **Work Environment:**

### **Physical Demands**

Position frequently stands, walks, uses hands; Regularly sits, talks/hear; Occasionally Reaches with hands/arms, pushes/pulls; Occasionally climbs or balances, stoops, kneels, crouch or crawls, and never taste/smells.

### **Lift and/or Move**

Position occasionally lifts and/or moves 10-50 pounds.

### **Vision Requirements**

Position does not require any special vision requirements.

### **Work Environment/Exposure Conditions**

Position is typically not exposed to weather, unless capturing content that is outside. Position is not exposed to vibration, or fumes and is not at risk of electrical shock.

### **Noise Level**

The noise level for this position is moderate. (General office noise) and loud (orchestra performing).

### **Other Environmental Exposures**

Other environmental exposures are not a factor for this position.

*It is the policy of the Board of Directors of the Rochester Philharmonic Orchestra (RPO) to insure that the RPO is serving the entire Greater Rochester community as a culturally astute and engaged civic organization that is committed to modeling and strengthening the anti-racist values of equity, diversity, and inclusion.*