



DETROIT
SYMPHONY
ORCHESTRA

Public Relations Manager / Position Overview

Date: July 15, 2021

Summary

We seek an energetic, driven, and talented publicist to be a full-time member of the Communications team. We are a small but mighty team of dedicated communication professionals that shapes the voice of the Detroit Symphony Orchestra, the fourth oldest orchestra in the United States, which recently welcomed new music director Jader Bignamini. If you are a PR pro with at least 3 years of experience, have a handle on either the Detroit media market or the classical music world, and like working in an agile, fast-paced environment, we would love to meet you.

Storytelling is at the heart of what we do. Through collaboration with the entire Communications team and managing the work of the Public Relations Coordinator, you will help make sure that audiences are plugged into everything happening in the DSO universe through compelling promotional opportunities and the production of publications and constituent communication vehicles. Working closely with our colleagues in the Marketing department, we will create consistent and compelling campaigns across traditional and social media platforms. We appreciate minds that can convey information in a concise and creative way, paired with the pragmatism and patience necessary to execute plans and meet deadlines.

Specific Responsibilities

Press Relations (55 percent)

- Execute PR initiatives for full scope of DSO presentations and activities, including the education and community engagement programs of the Wu Family Academy.
- Actively engage with press and pitch stories. You are seasoned enough to recognize great stories happening around you and develop them into strong pitches that land consistent coverage.
- Manage day-to-day press requests, including fulfilling interview and photo requests and staffing onsite and offsite interviews and media appearances as needed.
- Track and quantify press coverage for distribution to senior staff and board.
- Write and edit press releases including those written by the Public Relations Coordinator.

Editorial & Copy (35 percent)

- Edit and oversee production of the DSO's program book, *Performance* magazine, working with Communications staff to populate the book with feature articles, program notes, and additional content that interests readers and propels pertinent DSO messages, as well as working with outside consultant to manage the design, production, and printing of the book.
- Contribute to social media content and posting across all DSO channels.
- Write and edit copy for newsletters, program inserts, stand-alone concert programs, programs for run-out performances, patron emails, website content, digital publications, and other special publications as assigned.
- Manage the production of program inserts and other relevant printed materials.



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Other (10 percent)

- Supervise the work of the Public Relations Coordinator, including close collaboration on individual goals to achieve positive outcomes for the department and institution.
- Work with Senior Director of Communications & Media Relations and entire team on promotional event management, including press conferences, photo ops, and special events as assigned.
- Be part of team to staff media appearances for resident and guest artists and other DSO personnel and accompany media on Max M. and Marjorie S. Fisher Music Center campus and at off-site DSO events.
- Opportunity to serve on cross-departmental working groups to develop and implement our comprehensive Diversity, Equity, and Inclusion (DEI) strategy.

Experience

- Bachelor's degree in English, Music, Marketing, Journalism or related field
- Excellent editing, writing, and proofreading ability required
- Strong written and verbal communication skills required
- Demonstrated ability to get stories placed in press, with personal media contacts covering the arts, lifestyle, and music preferred
- A love of the arts and knowledge of classical music preferred
- Knowledge of Detroit media market and arts scene a plus
- Ability to operate in a PC network environment and experience with desktop publishing
- Experience with website CMS and email marketing platforms a plus

Personal Attributes and Competencies

- You excel at doing whatever it takes to get the job done, knowing that at the end of the day your job allows more people to experience incredible live music.
- You exhibit a personable and outgoing demeanor with high energy and a positive attitude.
- You have a strong, forward-thinking belief in the importance of DEI in the arts and the workplace.
- You demonstrate strong organizational and administrative skills and the ability to prioritize tasks, meet multiple deadlines, and work independently.
- You are motivated to network socially and have a call and passion for building relationships.
- You are available and willing to shift (and sometimes extend) 9-to-5 working hours to nights and weekends when necessary.

Reports to Senior Director of Communications & Media Relations

Qualified candidates should submit resume and cover letter to jobs@dso.org