



Director of Public Relations
Public Relations Department
Communications Division

Work Status:	Full-Time	Payroll Type:	Exempt
Location of Job:	Davies Symphony Hall San Francisco, CA	Salary:	\$105,287.00
Schedule:	Monday-Friday; some nights and weekends required	Regular Hours:	9am-5pm
Reports To:	Senior Director of Communications	Supervisory:	Yes

JOB SUMMARY

The Director of Public Relations is responsible for the direction and execution of the media and public relations activities of the San Francisco Symphony. Serving an essential role within the organization, the PR Director works collaboratively across all departments to strengthen the local, national, and global visibility and artistic reputation of the Orchestra, its Music Director Esa-Pekka Salonen and eight Collaborative Partners, its extensive concert schedule and special events, its in-house record label and streaming platform, and its community engagement and education programs. The PR Director works closely with senior management, members of the Orchestra and Chorus, and guest conductors and performers and their agents to direct and drive publicity for all SF Symphony events and activities. The PR Director works cross departmentally in the areas of Editorial; Marketing; Creative; Archives & Records Management; Digital Innovation, Development; Events; Education; Advocacy and Community Engagement; and Diversity, Equity, and Inclusion to craft compelling messaging and support near and long-term goals. Key areas of responsibility include driving media visibility in support of institutional reputation, ticket sales, special events and activities, and artistic and administrative leadership. Along with and supervising the Communications Manager, the PR Director is responsible for the creation and execution of all written press materials, publicity campaigns, and PR photography, and the creation and distribution of promotional video content, in close collaboration with the creative, digital, and social media team members to strengthen engagement across all channels. The successful candidate is an experienced strategic thinker with a proven track record of managing a PR department, is able to engage a wide variety of constituents, thrives under pressure, works well with all layers of the organization, and, above all, is able to inspire others in support of everything the San Francisco Symphony is, does, and stands for.

RESPONSIBILITIES

- Build and strengthen the San Francisco Symphony's vision and reputation for reimagining how people everywhere engage with music in deep and meaningful ways, through innovative performances, groundbreaking digital and media projects, and meaningful education and education programs.
- Work with Senior Director of Communications to set local, national, and global priorities and goals for media and public relations. Create and implement PR strategies to meet these goals.
- Work collaboratively with artistic and administrative leadership, orchestra and chorus musicians, and staff to identify and create powerful storytelling that drives visibility and reputation across earned and owned publicity channels.
- Maintain up to date awareness of Diversity, Equity, and Inclusion-related evolution within the Public Relations field and provide institutional leadership around inclusive and equitable messaging and communications practices. Ensure that SFS Public Relations content reflects known preferences of individuals and marginalized groups around self-identification and culturally specific description.
- Oversee and work closely with the Communications Manager to achieve media placements promoting of SFS concerts, activities, recordings and video projects, national and international tours, and community engagement and education programs.
- Work with the Communications, Marketing, Development, and Digital Innovation departments to identify and execute visibility campaigns that support earned and contributed income channels.
- Strengthen media relationships and contacts for all media outlets and channels. Identify areas of opportunity and build new relationships.
- Ensure highest standards of quality in all written materials; write and edit press materials
- Assist and prepare leadership and musicians in press and public appearances, statements, speeches, and communications.
- Serve as spokesperson as required.
- Oversee creation and distribution of promotional video content with video producers and internal and external stakeholders.
- Plan and oversee season announcement and other high visibility announcements and press events.
- Hire and manage photographers, assist in scheduling and conducting video interviews with artists, and run concert press rooms.
- Manage department budgets and expense processes.
- Conduct job functions and activities in alignment with the principles of the SFS's Diversity, Equity, and Inclusion (DEI) work, and support the organization's DEI work through participation in working groups and other initiatives as possible.

QUALIFICATIONS

- Managerial level Public Relations and Communications experience, arts environment preferred.
- Knowledge and interest in orchestral music, musicians, and arts media landscape.
- Up to date knowledge and interest in Diversity, Equity, and Inclusion work and institutional change.

- Proven strategic thinker with strong planning and project management skills. Ability to work well under pressure and to manage multiple projects and priorities concurrently in a fast-paced environment.
- Ability to professionally represent the organization in public and to adjust to various styles of communication and various audiences.
- Strong analytical skills with the ability to identify opportunities to increase awareness and visibility that drive earned and contributed revenue.
- Ability to maintain and grow relationships in the media and with internal and external partners.
- Superior writing and editing skills.
- Experience directing video content production, conducting interviews, and advising in social and digital media best practices.
- Proven ability to instruct and prepare artists and staff in media relations.
- Strong communications and people skills and a sense of humor.

APPLICATION INSTRUCTIONS

To apply, please visit our website at www.sfsymphony.org. Under the About Us tab, go to the Careers and Auditions page and click on “View administrative job listings.” Search for this job and click on “Apply for this Position” to submit your resume and cover letter.

VALUES STATEMENT

The San Francisco Symphony is committed to cultivating an environment of inclusion, equity, and diversity for our staff, musicians, patrons, and community. As leaders and innovators of our inherited tradition of orchestral music, we acknowledge our responsibility to identify and dismantle the oppressive barriers that we have historically maintained. We resolve to hold ourselves accountable, devote resources, and embrace change by centering racial equity and listening to and learning from marginalized voices.

We recognize that this is an ongoing, sometimes uncomfortable practice, and continue to learn and evolve. We welcome applicants who are enthusiastic to join us on this journey.

ORGANIZATIONAL PROFILE

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 2020–21 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its twelfth Music Director and embarked on a new vision for the present and future of the orchestral landscape. This exciting artistic future builds on the remarkable 25-year tenure of Michael Tilson Thomas as the San Francisco Symphony’s Music Director. Tilson Thomas continues his rich relationship with the Symphony as its first Music Director Laureate. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony have introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joins with Salonen and the San Francisco Symphony to chart a new course of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

The San Francisco Symphony presents more than 220 concerts and presentations annually for an audience of nearly 450,000 in its home of Davies Symphony Hall and through its national and international touring. A cornerstone of the organization's mission, the San Francisco Symphony's education programs are the most extensive offered by any American orchestra today, providing free comprehensive music education to every first- through fifth- grade student in the San Francisco public schools, and serving more than 75,000 children, students, educators, and families annually. The San Francisco Symphony's recordings have won such awards as France's Grand Prix du Disque and Britain's Gramophone Award, as well as 16 Grammy Awards. San Francisco Symphony radio broadcasts, the first in the nation to feature symphonic music when they began in 1926, today carry the Orchestra's concerts across the country. In 2004, the SFS launched the multimedia Keeping Score on PBS-TV and online and in 2014, the San Francisco Symphony inaugurated SoundBox, an experimental performance venue and music series located backstage at Davies Symphony Hall. February 2021 saw the launch of SFSymphony+, the San Francisco Symphony's on-demand video streaming service. For more information, visit [sfsymphony.org](https://www.sfsymphony.org).

Pursuant to the San Francisco Fair Chance Ordinance, the San Francisco Symphony will consider for employment qualified applicants with arrest and conviction records.

The San Francisco Symphony is an Equal Opportunity Employer.