



Director of Communications and Public Relations

Tucson Symphony Orchestra (TSO) seeks a dynamic Director of Communications and Public Relations to implement a high impact communications and public relations strategy that shares TSO's story, verbally and visually, and increases awareness within the community. This position will design and implement a comprehensive communications strategy, including social media, website, and emails.

In addition, the Director will develop a public relations strategy to further the orchestra's goals for audience outreach and growth, education, and development. They will direct all aspects of media relations as well as manage the compiling and editing of concert programs. This newly-created position reports to the Chief Marketing Officer.

Founded in 1928, the Tucson Symphony Orchestra (TSO) is the first professional symphony in the southwest and the longest, continuously performing arts organization in Arizona. The TSO's mission is to engage, educate and transform diverse audiences throughout Southern Arizona with live musical experiences of the highest quality. Under the inspired leadership of music director, José Luis Gomez, the TSO has seen an artistic resurgence with performances of imaginative repertoire including by Latin-American composers and performers. Strategically, the TSO is committed to engaging the rapidly growing Hispanic population of Tucson and Pima County, currently over 40%.

Duties and Responsibilities

- Creates and implements a multi-channel communications strategy, including social media, emails, website, and blogs
- Serves as a key member of the marketing department, ensuring that communications efforts align with strategic priorities
- Writes and manages engaging website content and ensures that site is consistently maintained and adheres to web best practices
- Creates written and multimedia content for blogs, including sourcing guest content
- Manages and implements website translation and Spanish language content
- In collaboration with Chief Marketing Officer, implements a website redesign
- Works with colleagues, guest performers, and musicians to develop stories to pitch to journalists
- Places stories in print, broadcast, and online channels
- Writes and manages press releases, press alerts, press kits, interviews, talking points, fact sheets, musician biographies, and photos
- Acts as a spokesperson for the orchestra, providing informal or formal group presentations
- Develops relationships with press contacts, manages database of contacts, and manages performance review tickets
- Creates video and photographic assets for promotional and social media use

- Develops and implements public relations events
- Creates social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Grows and expands company social media presence into new social media platforms when appropriate, while increasing presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Creates an email marketing strategy to engage with current and future audiences
- Writes and sources content for email blasts and newsletters
- Maintains the TSO written style guide
- Attends selected rehearsals, concerts, and other events to create content
- Manages the editorial calendar
- Schedules and manages photo shoots as needed
- Edits and catalogues library of media assets
- Works with colleagues and outside designer and publisher to manage the content, design, production, and delivery of all concert programs
- Manages the content and design of the annual report and other institutional publications
- Develops community partnerships to raise the profile of the orchestra
- Writes copy and manages production for materials for other departments, ensuring the voice and graphic identity of the orchestra is consistent across all communications
- Rotates concert duty and promotional duties with other marketing personnel for approximately 20-25 nights or weekends per year
- Executes other duties as assigned by the orchestra

Required Skills and Qualifications

- Bachelor's degree required with a concentration in communications, arts marketing, music or related field
- At least four - five years' experience in communications or public relations, preferably in a nonprofit environment
- Superb writing and editing skills demonstrated through a portfolio submission
- Knowledge or experience in classical and popular music strongly preferred
- Strong interpersonal skills with an ability to handle external communication in a professional manner
- Basic photographic, design and video skills required

Preferable Skills and Qualifications

- Knowledge and a history of working with Adobe Creative Suite, HTML, CSS and Content Management Systems (CMS) such as WordPress are a plus
- Working knowledge of Spanish

An Equal Opportunity Employer

Tucson Symphony Orchestra is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status,

physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances. TSO's management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities and programs and general treatment during employment.

Inclusion Statement

Our patrons and audiences come from all walks of life and so do we. We hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our company stronger. If you share our values and our enthusiasm for the performing arts, you will find a home at TSO.

COVID-19 Response

Throughout the COVID-19 crisis, the TSO has been a safe refuge. The TSO follows the guidelines set by the Centers for Disease Control and the Pima County Health Department. All administrative staff must be fully vaccinated including a booster shot (if eligible) against COVID-19 prior to being hired.

Background Checks

Prior to submitting your application package for this position, please review it carefully for accuracy. TSO verifies academic credentials and references and conducts background checks including work history before finalizing an offer.

Salary Range

\$55,000-\$60,000

To Apply

Please send cover letter, resume, references and three diverse writing samples to:

applications@tucsonsymphony.org

or

Director of Communications and Public Relations
Tucson Symphony Orchestra
2175 North Sixth Avenue
Tucson AZ 85705

All applications will be considered and answered.