

# SF SYMPHONY

**PUBLICIST**  
**Public Relations Department**  
**Marketing & Communications Division**

<b>Work Status:</b>	Full-Time Regular	<b>Payroll Type:</b>	Exempt
<b>Location of Job:</b>	Davies Symphony Hall San Francisco, CA	<b>Salary:</b>	\$65,338
<b>Schedule:</b>	Monday-Friday, weekends as necessary	<b>Regular Hours:</b>	9 – 5, evenings as necessary
<b>Reports To:</b>	Director of Public Relations	<b>Supervisory:</b>	No

## **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 202021 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 Symphonys 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 Symphonys 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 Symphonys on-demand video streaming service. For more information, visit [sfsymphony.org](https://sfsymphony.org).

## **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.

## **JOB SUMMARY**

Reporting to the Director of Public Relations, the Publicist supports key functions of the Public Relations Department and Communications Division of the San Francisco Symphony regularly considered one of the most artistically adventurous and innovative arts institutions in the country. The Publicist pitches and secures publicity for select SF Symphony concerts, events and activities; maintains and tracks digital and print press coverage and metrics; responds to press ticket inquiries and tracks ticket requests and fulfillment; updates and maintains content on the Press area of [sfsymphony.org](https://sfsymphony.org) using the organization's Content Management System; writes press releases and communications documents; responds to general departmental inquiries; manages the department's photo assets, maintains and updates press contact information, and handles other administrative tasks.

## **RESPONSIBILITIES**

- Secure media coverage for San Francisco Symphony activities by writing press releases, pitching press coverage and interviews, organizing photo shoots, and writing internal documents; develop and grow relationships with Bay Area press and influencers
- With the Director of PR, plans and executes publicity campaigns for the San Francisco Symphony, with a focus on the SF Symphonys Education programs; Film Series; Shenson Spotlight Series; elevated events like Día De Los Muertos, Lunar New Year, and Deck the Hall; and Holiday and Summer programs
- Maintain ongoing communications with calendar listings media contacts, pitching photo and listings placements in relevant outlets
- Works closely with other SF Symphony departments to gather information and manage publicity efforts and maximize efficacy
- Field, evaluate, respond, and distribute general PR inquiries to appropriate staff
- Creates PR plans/calendars, prepares spokespeople, and schedules interviews; writes press releases, fact sheets/FAQs, backgrounders, Q&As, and other materials in support of ongoing PR programs
- Maintain Press Room area of [sfsymphony.org](https://sfsymphony.org), including photo libraries, press kits, and press releases

- Prepare and format press releases for media distribution in Constant Contact; distribute press releases to designated contact lists
- Regularly evaluates and ensures that all promotional materials and web copy are up to date and accurate
- Coordinate press ticketing with members of the media and SF Symphony patron services department; respond to ticket inquiries; track and fill requests
- Coordinates press conferences and other special media events or projects, including the creation of invitations lists, overseeing catering and room reservations, arranging press tickets, and preparing press kits and other deliverables
- Attends concerts and special events on nights and weekends, when required; hosts occasional press receptions before and during performances; and escorts photographers and TV crews during events and concerts, acting as a representative of the organization
- Hires, trains, and manages the work of Public Relations interns
- Regularly updates and expands PR contact database, with an emphasis on local and national arts, culture, and travel contacts
- Contributes to social media content planning and ideation
- Track publicity coverage electronically and in print; share notable coverage with the PR department; print and/or scan significant coverage; catalog and archive past coverage
- Works closely with the SF Symphony Archives department to upload and catalog PR assets, including photography, in Cortex, the organizations digital asset management system
- Conduct position functions and activities in alignment with the principles of the SF Symphonys Diversity, Equity, and Inclusion (DEI) work, and support the organizations DEI work through participation in working groups and other initiatives as possible
- Maintain up to date awareness of Diversity, Equity, and Inclusion standards and best practices within the Public Relations field. Ensure that SFS Public Relations content reflects known preferences of individuals and marginalized groups around self- identification and culturally specific description
- Miscellaneous duties as assigned

## **QUALIFICATIONS**

- Minimum of three years public relations experience, preferably in an arts organization, preferably in the Bay Area
- Knowledge and interest in orchestral music, musicians, and arts media landscape
- Proven media results, contacts, and relationships.
- Well-developed communication, writing and organizational skills, to include the highest levels of tact, diplomacy, and discretion
- Solid understanding of what makes a story, from the point of view of the writer/editor
- Ability to manage multiple PR campaigns simultaneously and prioritize the institution's public relations needs
- Creativity and familiarity with storytelling tools, including photography and video, strongly preferred
- Excellent interpersonal skills including the ability to interact with all levels of staff, media, and the public
- Strong service orientation and professional and positive approach are essential
- Computer skills needed: MS Word, Excel, database, and Photoshop experience helpful.
- Ability to work well with a variety of people, calmly and efficiently in a fast-paced, dynamic environment while managing multiple projects and deadlines.
- Sense of humor and grace under pressure.

## **APPLICATION INSTRUCTIONS**

To apply, please visit [www.sfsymphony.org/careers](http://www.sfsymphony.org/careers). If you need assistance or an accommodation due to a disability, please contact us at [hr@sfsymphony.com](mailto:hr@sfsymphony.com) or you may call us at 415-503-5334.

## **EEO STATEMENT**

In alignment with the values statement above, the San Francisco Symphony celebrates diversity and is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by applicable law. The San Francisco Symphony believes that diversity and inclusion among our employees is critical to our success, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

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