

# ***PACIFIC SYMPHONY***

## **JOB DESCRIPTION:**

### **PUBLIC RELATIONS & PUBLICATIONS ASSISTANT**

*This position reports to the Director of Public Relations*

#### **PR and Publications Assistant**

The PR and Publications Assistant provides support to the Director of Public Relations. Key duties and responsibilities include coordinating and preparation for the production of program books; coordination of Classical 91.5 KUSC live broadcasts; managing PR archives; photo resources; communications calendar and guest artist biography files. Involvement in social media is an important part of this job. An aptitude for learning required. Attendance at concerts and symphony events as assigned, preparation of media kits, some media communications, and other marketing duties, as required. This position requires strong written and verbal communication and proof-reading skills, the ability to work to deadlines and effectively multi-task. Some knowledge/appreciation of classical music and interest in a career in the non-profit arts highly regarded. Some experience in Photoshop and web content management required.

#### **DUTIES/MAJOR FUNCTIONS**

##### **Program Books (Winter season and Summer Festival) and Special Programs (American Composers Festival, Symphony in the Cities, etc.).....**

- Assemble and manage proofing and printing schedule
- Work with PR director/editor/designer to determine layout and content
- Assemble program copy/photos for designer/editor
- Coordinate program “pass” proofing distribution list
- Coordinate creation/inclusion of inserts, as needed
- Manage concert program archives
- Work with program notes writers (provide concert info/updates)

##### **Media .....**

- Assist with writing copy (press releases, advisories, etc.); research program/music selling points

- Assemble press kits for distribution
- Manage distribution of pre-event invitations/Rsvp list
- Post-special event preparation/distribution: Stats/photos/press release
- Manage media database (research/build lists)
- Gather/assemble guest artist information: bios/contact info
- At special events: Media check-in and assist members of the media/photographers
- Interviews: guest artists/conductors quotes/info for materials
- Respond to photo requests/media inquiries
- Assemble calendar listings/distribute
- Collect/file press clippings
- Assist with assembling media board reports
- Assist in gathering media coverage/news for staff bulletin
- Submit online calendar listings

**Social Media and Other Electronic Duties.....**

- Administrative duties (posting)/creative ideas for expanding social media outlets: Symphony’s Facebook, Twitter—more as initiated (copy/photos/video)
- Video interviews
- Web content management (assist in updating Symphony website: Press Room, Orch/Conductor bios, other)
- Manage PR/publications/photo files
- Work with PR Director to assemble photos for Symphony newsletter (Soundwave) in coordination with monthly stories; deliver to designer

**Live Broadcasts/Concert Duty.....**

- Schedule guest artists for live KUSC interviews
- Write/assemble scripts in advance of interviews for host
- Coordinate interviews night of broadcast/work with guests/host/backstage staff
- Staff Welcome Table/Renewal Tables at concerts, as assigned

**General.....**

- Assist marketing department, as needed
- Participate in marketing/PR departmental meetings
- Attendance at Integrated Communications Team meetings
- Respond to staff requests for photos/scan needs/bios/other
- Proof-reading PR/marketing materials
- Special projects, as they arise
- Other duties, as needed