CHICAGO SYMPHONY ORCHESTRA ASSOCIATION

JOB DESCRIPTION

TITLE: Publicist Reviewed: 03/2022
FLSA STATUS: Exempt
DEPARTMENT: Sales & Marketing

GENERAL SUMMARY
Serve as key member of the communications and public relations team, playing an active role in planning and executing publicity strategies for the Chicago Symphony Orchestra Association, with a primary, but not exclusive, focus on the Symphony Center Presents series and programs of the Negaunee Music Institute at the CSO, as well as the fundraising and special activities of the Women’s Board and League of the CSOA. Provide information to the public directly, through the media, online communications or via internal publications. Cultivate and maintain relationships with journalists and music writers with the goals of image building, general publicity, and increasing ticket sales. Assist in creation of social media and other digital content, particularly for the Experience CSO website.

PRINCIPAL DUTIES AND RESPONSIBILITIES
1. Create and implement publicity strategies supporting activities and events for Symphony Center Presents and the Negaunee Music Institute at the CSO, as well as and other CSOA programs and concerts, including the CSO, as assigned.
2. Develop and implement strategies to continually expand contacts in traditional and new media, including online influencers.
3. Develop and pitch ideas, identify publicity opportunities, arrange for artist interviews, and secure stories in print and online media, radio and television, and through other digital media platforms.
4. Provide excellent internal customer service to all CSOA project managers, communicating publicity plans internally and reporting publicity results.
5. Cultivate positive relationships with journalists, online media, general public, and members of the CSOA family. Identify and execute meaningful visibility opportunities that advance the public relations goals of the CSOA.
6. Write press releases, media alerts, e-newsletter articles, promotional copy, content for CSO.org and Experience CSO.
7. Work with content strategy and editorial groups on the development of social media strategies and content creation and assist in writing copy for social media content.
8. Serve along with PR Coordinator as a primary point person for distribution of press releases utilizing email software, as well as maintaining content in the press room on CSO.org.
9. Develop and maintain key press materials including, but not limited to institutional bios, fact sheets, and program listings.
10. Manage and fulfill incoming requests for general and guest artist information and photos from media, public, and internal constituents.
11. Work with content team to coordinate work with CSO photographers, including assistance with setting up photo shoots, and facilitating photography requests.
12. In coordination with the PR Coordinator, serve as the intern coordinator and supervisor for the PR department, hiring interns, prioritizing their tasks and managing them during their internships.
13. Oversee traditional media monitoring utilizing Meltwater to regularly report results of the media placements.
14. Serve as departmental representative at Symphony Center performances, assisting media and supervising onsite VIP/press tickets and photographers.
15. Assist with planning for special media events.
16. Plan and staff photo and video shoots, drafting media contracts and insuring adherence to union restrictions.
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CSOA is an equal opportunity employer where all qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry, or national or ethnic origin. We value diversity and inclusion and seek to build and maintain a community and culture that celebrates and values diverse backgrounds, identities, and perspectives. We consider equivalent combinations of experience and education for jobs, and all candidates who believe they possess equivalent experience and education are encouraged to apply.

REPORTING RELATIONSHIPS
1. Reports to Communications and PR Director.
2. Supervises interns and outside consultants as needed.
3. Works closely with VPs, directors and managers, as well as Communications and PR Coordinator.
4. Other contacts include: music critics, journalists, editors, general public, photographers, news crews, concertgoers, CSO musicians, guest artists, artist managers and publicists, consultants, volunteers, and board and staff members from all CSO departments.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED
1. Bachelor’s degree or equivalent required; English, public relations, journalism, or communications majors preferred.
2. Minimum of 2 to 3 years of experience working in public relations or communications, preferably at a non-profit or performing arts organization.
3. Exceptional written and verbal skills; proven editing and proofreading abilities, including familiarity with AP style.
4. Knowledge of classical music, orchestra/arts industry and current artists required.
5. Strong attention to detail and ability to work on multiple projects simultaneously, often on short or changing deadlines.
6. Ability to work independently, managing projects from beginning through end.
7. Computer literacy in Microsoft Office and Teams, Office 365, email software and media database and monitoring tools necessary.

WORKING CONDITIONS
Pleasant office environment.