



### **COMMUNICATIONS DIRECTOR JOB DESCRIPTION**

*To apply, email resume and cover letter to: [rford@knoxvillesymphony.com](mailto:rford@knoxvillesymphony.com)*

**The Director of Communications develops and implements internal and external communications and outreach strategies that promote a positive brand identity for the orchestra.**

The director is a spokesperson for the Knoxville Symphony Orchestra (KSO). The director manages media requests, maintains media contacts, actively seeks media coverage for all KSO activities, and manages press. The director works closely with our public relations and creative agency, Moxley Carmichael.

The director works with staff to ensure consistent understanding and delivery of KSO messaging, drafts and manages internal communications, interacts with senior management and board and maintains contact with all departments.

The director maintains the KSO web site, manages all social media accounts, supervises publication of collateral and external communication and fulfills an advocacy role as needed to elected local, state and federal officials.

The director maintains awareness of communications best practices, draws inspiration from similar organizations and proposes creative solutions to ensure that the KSO continues to be presented as a current, innovative and community-forward organization and advocate for the arts.

### **RESPONSIBILITIES AND DUTIES**

Manage media relations:

- Establish and cultivate relationships with key media people, and keep them well informed about the KSO
- Maintain current media contact lists; draft and distribute press releases and calendar listings
- Identify and pitch feature stories to local, state and national media outlets
- Arrange for media appearances and interviews promoting concerts and human-interest stories
- Interface with Moxley Carmichael to coordinate media content, management and appearances

Create and distribute internal and external communications:

- Supervise creation, printing and distribution of print materials including all program books, flyers, etc., using Moxley Carmichael for graphic design to ensure visual brand integrity
- Create digital storytelling strategies for the KSO to reach new and existing audiences
- Manage the KSO website and all content and keep it continually updated
- Manage the KSO email lists and communications, including creating and distributing regular email updates
- Liaison with the Knoxville Symphony League (KSL) and manage related communications
- Manage, schedule, and create all content for the KSO Facebook, Instagram, and Twitter pages, as well as video content for KSO YouTube Channel

#### Management at KSO events:

- Provide on-site support for concerts, events and fundraisers
- Supervise media interviews at events and concerts
- Create other opportunities to capture and leverage content at events, concerts or rehearsals
- Work with KSO management and supervise event schedules, communications and logistics as needed
- Coordinate with development and marketing personnel on invitations and communications for all fundraising and marketing events
- Supervise, draft and produce all communications related to events, such as program books

#### Advocate for the KSO and interface with elected officials:

- Inform elected officials (City, County, State, Federal, School Board) of KSO activities
- Maintain contact information for elected officials and issue invitations to events as appropriate
- Attend receptions, events, etc. for arts advocacy on behalf of the KSO

#### Perform general office duties in support of management:

- Work with Marketing Consultant to develop, implement and remain accountable for Marketing/Communications department budget
- Maintain files for: all KSO press coverage and advertising, all photographic and video files and all biographies of musicians and guest artists
- Other duties as assigned

### **CLASSIFICATION**

This is a regular full-time, exempt position with required evening and weekend hours, reporting directly to the Executive Director.

### **QUALIFICATIONS**

- Bachelor's degree, preferably in business, marketing, journalism, public relations or communications
- Passion for the arts and desire to further love of music in the community
- Minimum of three years' experience working in a related field
- Exceptional written and verbal skills; proven editing and proofreading abilities
- Strong attention to detail, superior interpersonal skills, and proven project management ability
- Ability to communicate with high level of diplomacy in varied settings
- Proficient social media skills and excellent computer literacy
- Must demonstrate initiative, strong problem resolution and organizational skills, and be able to participate successfully in a fast-paced, team-oriented environment.