

Public Relations Manager

Full Time

Salary – Non-Exempt

Department:

Marketing

Position Reports to:

Director of Marketing

Position summary:

The PR Manager is responsible for utilizing media relations for promotion of all programs at the California Center for the Arts, Escondido. This includes Performing Arts, Museum, Education, Development, Theater/Center Rentals, Sales, etc. The PR Manager will work closely with the Director of Marketing to create and implement a complete and cohesive plan to promote all programs/events at the Center and to create public awareness with respect to the Center's mission and programmatic events.

Duties and Responsibilities:

Duties may include but are not limited to:

- Responsible for institution-wide public relations activities across programmatic areas, including publications and press relations as well as on-site and off-site special events and promotional activities and crisis communications.
- Research and identify innovative PR opportunities crossing all programmatic areas; follow through projects from inception to delivery while working closely with staff and external contacts (including media, artist/artist groups, etc.) to ensure project completion.
- Serve as liaison between the press and the Center, providing information as necessary and/or fielding calls to appropriate personnel.
- In conjunction with the Sales & Marketing Coordinator, manage media relations, respond to media inquiries, and pursue proactive editorial coverage from various media to promote Center events
- Manage Center publications by compiling information from a variety of internal and external sources, writing copy, editing, managing internal timelines, etc.
- Write news releases, calendar releases, media advisories, and assist Marketing department with drafting content for center collateral pieces, website, emails blasts and archways for all programmatic areas as well as generating a buzz by creatively highlighting any and all opportunities such as grant awards, staff and board changes, volunteer recruitment, programmatic achievements, etc.
- When/if established, manage online press room.
- As required by the Director of Marketing, assist with web-related updates.
- As assigned, assist with special events.
- Attend after-hour Center functions as required to fulfill public relations duties and responsibilities.
- Maintain PR-related files, including the collection of press images and captions.

- Assist Marketing department with grassroots efforts.
- Additional projects as directed by the Director of Marketing.

Required qualifications:

- Ability to communicate clearly and concisely, both orally and in writing.
- Excellent interpersonal, communications, presentation, negotiation, time management, and organization skills.
- Excellent knowledge of AP writing style.
- Ability to manage multiple priorities and deadlines in an increasingly fast-paced environment.
- Ability to establish and maintain cooperative and positive working relationships with peers, management staff, the press, donors, vendors, and others contacted throughout the course of a workday.
- Ability to effectively manage confidential information.
- Ability to work evenings, weekends and long work hours as necessary.
- Demonstrated initiative, follow-through and creative problem-solving skills.
- Creative, energetic, positive attitude, team oriented, and tenacious.

Experience:

- A degree in journalism, marketing, communications, public relations or a related field and/or 2 - 5 years experience creating and writing advertising as well as pitching stories to media.
- Excellent editing and copy writing skills required.
- Proficiency in Microsoft Office applications, including Word, Excel, and PowerPoint, as well as experience using e-mail programs and the Internet.
- Experience working with HTML, graphic design and desktop publishing helpful but not required.
- Excellent interpersonal skills and the ability to work well with a variety of personalities.

Compensation:

\$32,000 to \$34,000/year DOE

Benefits:

This position is eligible to receive benefits including medical, dental, and vision insurance, vacation and sick time accrual, participation in the Center's retirement savings plan, and complimentary tickets to performances as described in the Center's Policies and Procedures Handbook.

Work Schedule:

The incumbent will be required to work a minimum of forty (40) hours per week. Workweek may vary based on duties/responsibilities, as well as performances and other Center-related activities and events. Incumbent may be required to work after hours or weekends in order to attend special events.

Physical demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand, walk, sit, use hand to finger, handle or feel objects, tools and/or controls, reach with hands and arms, climb stairs, balance, stoop, kneel, crouch, crawl, talk and hear. The employee must occasionally lift and or move up to 25 lbs. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and an ability to adjust focus.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is moderate but occasionally may reach high levels.

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