



## **DIRECTOR OF MEDIA & PUBLIC RELATIONS JOB DESCRIPTION**

The Santa Fe Opera seeks an experienced public relations professional who will serve as an inspiring advocate in furtherance of the company's mission. The Director of Media and Public Relations joins the Leadership Team and reports to the General Director. S/he is responsible for developing the company's communication strategy and directly manages activities that promote and enhance the organization's reputation. S/he develops relationships with local, national and international media, shapes integrated and inspired messaging, and works with staff to ensure consistent delivery across all platforms, including digital. The Director leads the SFO's online presence and social engagement, overseeing social media, photography, video production and content marketing, to tell compelling stories about the SFO's productions, programs, and people, and how they impact the community.

### **RESPONSIBILITIES INCLUDE**

- Oversee press, public relations and media activities including digital and other creative content and social media, ensuring alignment with organizational and departmental goals.
- Create and implement long-term media strategies that drive awareness of the Santa Fe Opera's mission, programs, and impact; and positively enhance the Santa Fe Opera's reputation both nationally and internationally.
- Develop annual press plan and draft season announcement, press releases, website content, fact sheets and company statements, interview talking points, key messages and media Q&A's; work closely with company Dramaturg on development of copy.
- Cultivate relationships with critics, journalists, editors and producers with news outlets for print, TV, radio, and web and maintain database of extensive local, regional, national and international press contacts.
- Produce annual season announcement, including all logistics for guest speakers and livestreaming; maintain communication with IT department in terms of equipment needs and malfunctions.
- Serve as media spokesperson for press inquiries; serve as an advisor in complex issues that require discretion and confidentiality; assist in developing talking points for staff and Board of Directors, if needed.
- Monitor daily print, broadcast, and other media, including all reviews, and distribute to company via weekly roundup of coverage; identify and distribute press quotes from reviews; monitor and disseminate relevant coverage from other arts organizations and general cultural news.
- Manage departmental budget and allocate resources based on strategic priorities for video production, photography, social media, consultants and other services.
- Hire photographers for all productions and events; negotiate fees, contracts, usage agreements and releases; select and distribute photo assets from individual operas and events and respond in a timely manner to internal and external photo requests.



- Research and interview artists for video features, help oversee the distribution, use and re-use of these assets; travel, as needed, to perform interviews and oversee video and photo shoots.
- Edit and proofread print, electronic, and video materials as needed; create original web and print collateral copy as assigned.
- Manage press ticketing for all performances, including keeping season press ticketing spreadsheet; updating records and creating reports in Tessitura.
- Attend performances and host media in the Press Room; attend galas, cultivation events, and other special events throughout the year in Santa Fe and nationally.
- Create annual Press Dinner, managing invitations, RSVP's, seating and speakers; create press luncheon and other press cultivation activities in key geographic areas.
- Represent the company at donor and community events and other external activities; perform public speaking duties if necessary; present at quarterly Board committee meetings; demonstrate leadership in accordance with the Santa Fe Opera's mission and vision.
- Support opportunities for positive PR and cross-collaboration among other arts disciplines and organizations, businesses, media outlets, etc., both locally and internationally.
- Serve as lead team member for new website development project.
- Oversee company archives and volunteer efforts for organization and collection of archival materials; oversee online archive initiative in connection with new website development.
- Assist with communications strategy and planning for future endowment campaign.
- Participate as key stakeholder in forthcoming strategic planning process.
- Engage, motivate, and evaluate work of support staff/interns.

#### **REQUIREMENTS**

- The successful candidate will have a minimum of 7 to 10 years of experience, a thorough knowledge of opera, exemplary verbal and written communication skills, a strong facility with creative software and technologies and an understanding of how these tools can best be used for enhancing communication.
- Must demonstrate strong organizational and administrative skills and the ability to prioritize tasks, meet multiple deadlines, and work independently.
- A fine aesthetic sensibility and an ability to think outside the box are crucial; expertise with social media and website functionality.
- Energetic, positive, and flexible professional style; industrious, open, conscientious.

This is a year round, full-time position in Santa Fe, New Mexico, that requires flexibility of hours due to evening and weekend performances, rehearsals and events.