Marketing and Public Relations Manager

Position Summary

The Marketing and PR Manager is responsible for promoting the TC Phil through marketing its concerts, classes/ensembles, fundraisers, and events. This individual often serves as a primary representative of the organization to the media and the local community.

Terms of employment

Position:	Marketing and Public Relations Manager
Employee Status:	Full time 40 hours per week
Salary:	$50,000-$57,000 based on qualifications and experience
Start Date:	June-July, 2026
Insurance :	Health Benefits available through Priority Health - TC Phil contributes 75% toward the premium (health insurance start date is 30 days after hire)
Vacation:	10 days per year, 15 days per year after three years.
Personal Days:	6 days per year, with up to 5 unused days rolling over per year for a maximum of 11 days.

Duties and Responsibilities

- In coordination with the General Manager (GM), Artistic Director (AD) and Executive Director (ED), develop and execute comprehensive marketing plans to promote the TC Phil and Community Music School.
- Develop strategies aligned with organizational goals, identify target audiences, and plan integrated campaigns.
- Design and produce the annual program book and new season announcement materials.
- Create engaging content for multiple platforms, including social media, blogs, video, website content, and local media articles.
- Conduct market research to understand audience behavior, identify trends, and analyze competitor activity and pricing.
- Track and evaluate campaign performance using key metrics; adjust strategies as needed within budget constraints and report findings to inform future planning.
- Manage and monitor marketing budgets.
- Maintain consistent brand identity and messaging across all channels to ensure a strong and positive public perception.
- Collaborate closely with the Artistic Director, Executive Director, and General Manager.

- Coordinate with external vendors, including graphic designers, videographers, photographers, and printers, to execute initiatives.
- Manage program book advertising, including bartering ad space and ensuring fulfillment of sponsor benefits.
- Oversee copywriting for ads, brochures, newsletters, website content, and articles.
- Write and distribute press releases; edit and proofread all materials for accuracy and quality.
- Develop content for radio, video, website advertising, and newsletters.
- Design and produce print and digital materials, including ads, posters, banners, concert slideshows, TV displays, video reels, business cards, and fundraising materials.
- Create materials for the Community Music School, including website and social media graphics, posters, event materials, and printed programs for approximately a dozen programs throughout the year.

Core Competencies

Design Creation:
Gather, organize, and design all materials for the season brochure, as well as Fall and Winter program books. Create cohesive visual assets aligned with each season's branding, including flyers, banners, ads, and order forms. Produce designs for both print and digital formats in multiple sizes for each concert.

Branding:
Ensure all visual materials—including website, newsletters, advertisements, and print collateral—adhere to the organization's brand identity, maintaining consistency in color, typography, and style.

Collaboration:
Work closely with vendors and internal stakeholders to ensure a cohesive visual and messaging approach. Coordinate and schedule photo and video shoots and ensure deadlines are met.

Feedback and Revision:
Develop and manage a structured design and revision schedule in collaboration with staff and the Artistic Director to ensure high-quality outputs and timely delivery.

Skills

- Strong understanding of color theory, typography, composition, and visual hierarchy.
- Expertise in Adobe InDesign, Canva, Wordpress,and related tools.
- Ability to produce original, engaging visual content.
- Ability to translate concepts into compelling visual solutions.
- Strong organizational skills to manage multiple projects and deadlines effectively.
- Coordinate with external vendors as needed to maintain a secure, up-to-date, and high-performing website.
    - Responsibilities include updating content, and optimizing user experience.
- Demonstrate excellent grammar, spelling, and clarity, with strong attention to detail—especially for accuracy in dates, times, pricing, and locations.
- Work effectively with team members to ensure content accuracy and consistency.

- Communicate clearly and professionally in both written and verbal formats.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Interpret marketing and content performance data to improve future strategies and outcomes.

Additional Skills:
- Strong interpersonal skills with the ability to build relationships across diverse groups.
- Strategic and creative thinking for effective community engagement.
- Organizational skills to manage multiple initiatives, campaigns, and events.
- Ability to analyze data related to budgets, audience trends, and advertising performance.
- Experience negotiating advertising agreements and managing sponsor relationships.

Experience Required:
- Bachelor's degree
- 5 years of Marketing Experience
- Understanding of the arts and culture, education, and orchestral business models is highly desired.
- Work in the nonprofit sector is a plus.
- Mastery of the tech tools necessary for the job is essential.

Reporting:
This position reports directly to the General Manager in close coordination with the Artistic Director.