

# SEATTLE OPERA.

## **COMMUNICATIONS AND PUBLIC ENGAGEMENT MANAGER**

Seattle Opera is accepting applications for the position of Communications and Public Engagement Manager. This is a full time, non-exempt, position reporting the Associate Communications.

Seattle Opera is committed to racial equity and to dismantling historic barriers of oppression. People of Color are encouraged to apply and audition for all Seattle Opera job opportunities. Learn more about our Commitment to Equity and our three-year Racial Equity and Social Impact Plan at [www.seattleopera.org/equity](http://www.seattleopera.org/equity).

### **BASIC FUNCTION:**

This position reports to the Associate Director of Communications and has close internal relationships with Marketing/Communications, Programs & Partnerships staff members, the Dramaturg, and the Equity Team, and works with members of staff at all levels of the organization. The person in this role is both an adept storyteller and listener and works primarily on communications strategies, creating context and narrative to make opera relatable to the community, and media relations. They create communications strategies that break down barriers to opera, increase company awareness, support ticket sales, and help tell the story of our civic role in the community.

### **PRIMARY DUTIES:**

- Seeks and creates opportunities to place stories in all types of media, from traditional to digital channels.
- Works to create "buzz" to support ticket sales and promotion of company programs.
- Contextualizes each production for audiences by spurring conversations and creating connections between opera and issues of today with a goal of creating a more thoughtful, engaged audience and creating awareness of Seattle Opera work

amongst the community at large. Includes but not limited to: lobby displays, blog articles, events, or participating in community collaborations.

- Works closely with Programs and Partnerships team members to develop in person/virtual events that overlap with communications strategies.
- Creates connections between each opera and issues of today using an equity lens; and works to create fans of opera in new demographics.
- Tells the story of Seattle Opera's diverse community through blogs, emails, articles and media and serves as the lead content creator for Seattle Opera blog. Writes for the Seattle Opera program as assigned.
- Seeks ways to amplify community voices, particularly from historically marginalized communities to break down barriers to opera; actively contributing to making opera more representative of the community.
- Manages artist bios; works on production programs as assigned.
- Oversees day-to-day media relations and implementation of all PR initiatives including finding media channels and individuals that will match company goals and objectives, developing ideas, writing, pitching media contacts, and follow-through with artists and media outlets.
- Cultivates and maintains relationships with media and influential professionals; tracks media and influencer coverage.
- Works with Director of Marketing and Associate Director of Communications on internal communications as assigned.

#### **MINIMUM QUALIFICATIONS::**

- Bachelor's Degree in journalism, English, communications, public relations, digital media, or related field OR Bachelor's Degree in performing arts or arts related field with 2-3 years of experience in an arts organization communications or marketing department preferred.
- Excellent communication and interpersonal skills, both written and verbal. Experience with bulk email programs helpful.
- A creative thinker and highly-creative writer/editor, eager to learn more about opera and learn more from audiences, artists, opera companies, peer organizations, and groups who have been historically underrepresented or marginalized in opera.
- Possesses a passion for performing arts, an eye for trends, an interest in researching and creating context and understanding of older works for today's audiences, and a proven track for relationship-building and effective communications strategy.
- Active partner in communications strategy about Seattle Opera's equity and diversity work.
- Must be able to handle pressure situations with tact and diplomacy, accomplishing objectives with a collaborative work style.
- Must be able to work with a variety of individuals whose experience with communication strategy may be limited.

- A team player who works well in a fast-paced, deadline-driven environment.
- Knowledge about opera and the performing arts is helpful.

**SUPERVISION**

**RECEIVED:**

Reports to Associate Director of Communications with additional oversight from Director of Marketing and Communications.

**SPECIAL REQUIREMENTS:**

Must be able to work and be accessible evenings and weekends for performances and events. Must be able to lift 15 pound boxes.

**FLSA STATUS:**

This is an exempt full time position.

**COMPENSATION:**

Seattle Opera offers medical, dental, vision, life insurance, long term disability, short term disability, EAP, transit/parking benefits. Pay range for this position is \$60,000-\$65,000 DOE.

**CONTACT:**

Interested candidates should send resume and cover letter detailing relevant experience to [jobs@seattleopera.org](mailto:jobs@seattleopera.org), with Job title in the subject line.