



# COMMUNICATIONS MANAGER

## Position Description

The Communications Manager reports to the Director of Marketing, and assists in the organization's marketing and communications efforts, including media relations, the production of copy for print and electronic advertising and collateral materials specific to promotion of ticket sales, concert attendance, fundraising, education, community engagement programs, and other external relationships. A key responsibility of the Communications Manager is to craft the voice for well-curated, highly-engaging content that shares the story of The Gilmore.

A successful candidate will be organized and enthusiastic, with a strong customer service mentality. Skills in copywriting, media relations, and project management are necessary for this position.

## Primary Responsibilities:

Contribute to the achievement of the organization's strategic plan and mission statement.

### COPYWRITING AND PUBLICITY

- Write copy for and assist in proofreading marketing materials, including the Festival program book, brochures, press releases, print ads, blog posts, newsletters, and emails
- Create and publish dynamic content on The Gilmore's digital channels
- Maintain and update Gilmore website content
- Monitor all assets to make them consistent with the organization's style and branding guides.

### PROJECT MANAGEMENT

- Coordinate and manage the production of ticket brochures, programs, Festival program book, and program notes for biennial Festival, Piano Masters Series, and Rising Stars Series
- Coordinate media coverage during Festival and assist in responding to press inquiries
- Assist in securing ad placements in organizational program books and magazines for the Festival
- Research and acquire promotional material on artists presented at The Gilmore

### PUBLIC IMAGE

- Cultivate and maintain relationships with media
- Make presentations to the Gilmore Board of Trustees and local/regional service clubs and organizations

## QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree in Public Relations, Journalism or Communications
- Minimum 3 years of professional experience in public relations, communications and media relations.
- Outstanding writing, editing, and proofing skills
- High level of proficiency in Google Workspace (or Microsoft Office); Tesseract and Asana a plus
- Skilled in time, organizational, and work-flow management with the ability to prioritize multiple overlapping projects and changing priorities
- Knowledge of classical and jazz music a plus
- Ability to work effectively as part of a team
- Ability to maintain a positive and professional demeanor in a fast-paced work environment
- Extra commitment during the biennial Festival and interim season concerts, including occasional evenings and weekends

The Communications Manager helps to coordinate the marketing team comprising the Digital Media Coordinator, Tesseract Database Manager, and Livestream Manager, as well as vendors for graphic design and web design.

## Salary Information

This position is a full time, salaried position, and pay range is commensurate with experience and skill; between \$50,000 — \$58,000.

The Gilmore also offers a competitive compensation package, including health insurance with employee contribution, life insurance, 401k plan, paid vacation, holidays and sick leave. Full salary with the benefits package would be between \$65,000 — \$75,000/year.

## To Apply

Submit a resume, cover letter, references and sample of original writing samples by email to: Mindy MacInnis, Director of Marketing [mmacinnis@thegilmore.org](mailto:mmacinnis@thegilmore.org)

Applications will be accepted immediately until the position is filled.

The Gilmore believes in equal employment opportunities for everyone and does not discriminate against anyone on the basis of gender or gender identity; sexual orientation; race, color, ethnic or religious background; descent or nationality; physical or mental disability; marital status; age; height and weight; veteran status; genetic information; citizenship; or any other basis prohibited by law.

[www.thegilmore.org](http://www.thegilmore.org)