



### **Manhattan School of Music Position Description**

<b>Title:</b>	Communications and Public Relations Associate
<b>Dept.:</b>	Media & Communications
<b>Reports to:</b>	Director of Digital Strategy and Publicity
<b>Supervises:</b>	n/a
<b>Internal Contacts:</b>	President, Vice President for Media and Communications, Director of Administration and Human Relations, Director of Digital Strategy and Publicity, Director of Design, Graphic Design and Social Media Associate, Editor (Design Office), all Faculty and Administrative Departments
<b>External Contacts:</b>	Press representatives, photographers, printers, advertising sales reps, other suppliers as required
<b>Start Date:</b>	Available immediately

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#### **Domains**

The successful candidate will report to MSM's Director of Digital Strategy and Publicity and work on the overall promotion of MSM, both as an enrollment destination and as a performing arts venue. Work will be done in a collaborative context, maintaining timely content updates on website and Community screens, executing timely internal and external email blasts, coordinating photographers, scheduling press outreach, drafting press releases, participating in front-line press outreach and press relations, and providing overall administrative support for the Media and Communications department.

The Communications and Public Relations Associate will be responsible for the following:

#### **Content Management**

- Manage and execute website updates on an ongoing and timely basis
- Monitor and update Community screens on an ongoing and timely basis
- Manage and execute all internal and external email blasts
  - Establish schedule for email blasts in concert with Design Office
  - Create email blasts to promote performances and special announcements
- Track and curate School's press clippings and internal success stories email list, and create regular distribution packages of highlights to disseminate to Community and Board of Trustees
- Manage and maintain School's email marketing lists
- Book and coordinate photographers and videographers (including contract negotiations), as needed, relating to shooting various performance and learning activities throughout the year

#### **Public Relations**

- Collaborate on the creation of an annual p.r. strategy for concert season, incorporating press outreach, publicity, advertising strategy
- Execute annual p.r. strategy under the direction of the Director of Digital Strategy and Publicity
  - Draft and disseminate press releases
  - Lead on press mailings and outreach
  - Conduct follow-up with media as needed
  - Respond to media enquiries as appropriate
  - Oversee the assignment and delivery of performance press tickets to participating media
- Assist press and media photographers at select events and performances, as needed

#### **Administrative**

- Working with the VP for Media and Communications, oversee ad budget; schedule and book ads; work with colleagues in Design Office to manage advertising artwork submission deadlines
- Work with Manager of Community Relations/Box Office, liaising with him/her to ensure that box office customer service, as it pertains to servicing of press with performance tickets and other related materials, is handled effectively
- Assist the Media and Communications department, as needed, in responding and managing inquiries from Faculty and Staff
- Be prepared to take on other related duties, within Content Management, PR, and Administrative responsibilities, as needed and as reasonable

#### **Job Requirements**

- Must be able to work efficiently on a defined schedule in a fast-paced, deadline-driven environment
- 2 – 3 years' experience working with internal and external clients and vendors
- Experience in website and blog production and editing
- 2-3 years' experience with marketing and PR communications
- Excellent computer skills, including Word, Excel, PowerPoint, and Adobe Creative Suite
- Basic HTML/CSS skills and technical skills an asset, or willingness to learn
- Strong writing skills required
- Experience with video and photography an asset
- Marketing experience an asset
- Social media experience required
- Must be a self-motivated individual who thrives working in a team environment
- Excellent organizational skills
- Experience working in an arts and/or education environment a major plus
- Demonstrated passion for music and education a major plus
- Related Bachelor's degree

**Contact Information:** Send letter of application, résumé (including three references), writing samples, and salary expectations by mail or email to:

Hilary Purrington  
Administrative Assistant

Manhattan School of Music  
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New York, NY 10128  
[hpurrington@msmnyc.edu](mailto:hpurrington@msmnyc.edu)

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