

**Position**

Communications Manager

Classification

exempt

Reports to

Director of Marketing and Patron Services

Date

12/1/2017

JOB DESCRIPTION**Summary/Objective**

The Communications Manager is responsible for raising the awareness and visibility of Cincinnati Ballet locally, regionally and nationally, through press and social media outreach. This role is responsible for the primary “written” voice of the organization and will create all written content style across all mediums ensuring a consistent, professional, quality appearance in line with the Company’s mission.

Duties and Responsibilities**WORKS WITH MEDIA TO REACH TICKET BUYERS AND SHAREHOLDERS**

- Creates ideas for - and pitches - stories to print, television, and alternative media outlets
- Maintains excellent relations with media personalities, producers, directors, writers, editors, etc.
- Drafts press releases for all productions, events, and works to keep the Company’s name always in the news cycle
- Coordinates media interviews with executives, dancers, artistic and administrative staff.
- Storyboards live television opportunities and guides/handles guests and host
- Acts as “Host of the Company” while any media is on campus
- Cultivates new media connections
- Manages media lists for PR distribution

MANAGES SOCIAL MEDIA PLATFORMS

- Creates ideas for - and writes - content that is timely, informative, and persuasive
- Continually curates stories and pictures for all social media channels
- Helps produce on-going and timely vibrant video content
- Stays “on the pulse” of what’s resonating (or not) with the ballet’s social media audience(s)
- Is knowledgeable on ‘best practices’ for Facebook, Twitter, Instagram, Periscope, etc.
- Stays current on emerging social media sites and communication technologies



ENGAGED WITH COMMUNITY PARTNERS

- Builds and reinforces the organization's brand name through relationship-building with community partners and organizations
- Engages community at tabling events such as street fairs, school fairs, co-branded events

OVERSEE PRODUCTION OF PROGRAMS

- Edits and shuffles content (including writing, as necessary) from several departments to publisher
- Works with CEO and Artistic Director on their program letters, public written statements including correspondence and advocacy
- Works efficiently to get approval of drafts from all department heads
- Coordinates with the Artistic Department to keep up to date biographical information in a concise format

PUBLISHES NEW MEMBER/SUBSCRIBER/DONOR MAGAZINE

- Creates ideas for - and pitches - editorial content to executives for new quarterly magazine
- Researches topics and/or interviews subjects for articles
- Writes and edits articles
- Helps designer on content flow and look and feel

PUBLISHES ANNUAL REPORT

- Works with Department Heads to collate reports and stories from previous year
- Curates stories and statistics and writes content to succinctly present campaigns and initiatives
- Works with designer to present Cincinnati Ballet in a flattering manner

Key Professional Experience Required for this Position

- Exemplary Written Skills
- Time Management & Multitasking, Project Management
- Relationship Management
- Sales Skills
- Critical Evaluation and Attention to Detail
- Strong Interpersonal Skills

Education and Experience

- Minimum five years in closely related communications field
- Excellent writing skills
- Knowledge of ballet and the arts is helpful