

DALLAS THEATER CENTER JOB DESCRIPTION

JOB TITLE: Public Relations Manager
DEPARTMENT: Marketing and Communications
REPORTS TO: Director of Marketing and Communications
HIRING MANAGER: Wayne Goodwin (wayne.goodwin@dallastheatercenter.org)
PREPARED DATE: July 13, 2010

SUMMARY

Dallas Theater Center seeks a year-round energetic, experienced, and dedicated individual to lead its public relations programs. The ideal candidate will have 5+ years experience managing public and media relations programs for non-profit or entertainment organizations. Candidate must possess excellent written and verbal communication skills and superior organizational and task management skills. The ability to manage a variety of projects and activities on a daily basis in a fast-paced, fluid environment is essential.

ESSENTIAL DUTIES

The public relations manager will generate all press releases and media advisories, serve as the primary media contact for the company, and secure press coverage on a local, regional and national level. Working closely with artistic, education, development, marketing, and other internal departments, the public relations manager is responsible for the conceptualization and execution of all Dallas Theater Center public relations initiatives. These responsibilities include but are not limited to:

- Creation and maintenance of media contact database.
- Develop and nurture productive, professional relationships with members of the media.
- Identify and advise of newsworthy media opportunities.
- Write and distribute all press releases and media advisories.
- Coordinate press conference including the annual season announcement.
- Coordinate and execute promotional and publicity photo shoots.
- Interfacing with peers at other organizations to accomplish mutually beneficial goals.
- Assist marketing and other departments with copywriting and development of key messages consistent with the positioning and brand initiatives of the company.
- Advise and assist key institutional leaders with press training and speechwriting.
- Manage opening night press lists, invitations, tickets, press kits and on-site support.
- Manage all online social media efforts including regular Facebook and Twitter posts.
- Represent the company as a spokesperson with the media and at key public events.
- Some evening and weekend performance duties.
- Other duties as directed.

SKILLS AND KNOWLEDGE REQUIREMENTS

- Excellent written and verbal communications skills.
- Excellent proficiency with AP Style standards.
- Strong relationship building and management skills.
- Strong organizational and project management skills.
- Strong proofreading and editing skills.
- Ability to self-manage multiple projects and meet complex deadlines.

EXPERIENCE REQUIREMENTS

- Five or more years experience managing public and media relations programs for a non-profit or entertainment organization is preferred.
- Proven track record of success securing local, regional and national media coverage.
- Must have professional-level experience with online social media platforms and outlets.

EDUCATION REQUIREMENTS

- Four-year college degree in Journalism, Public Relations, Marketing or related field is preferred.

APPLICATION INFORMATION

- Interested candidates should submit a cover letter with salary requirement, resume, and a current writing sample via email to wayne.goodwin@dallastheatercenter.org.
- No telephone calls, please.
- Dallas Theater Center is an equal opportunity employer.