



*Alive through great music!*

Carolyn Kuan, Music Director

**Position Title:** **Manager**, Marketing and Public Relations  
**Department:** Marketing  
**Reports to:** **Executive Director, HSO**  
**FLSA status:** Exempt/Salaried  
**Working hours:** May Include evening and/or weekend hours

**Broad Functions:**

The Hartford Symphony Orchestra's Marketing and Public Relations Manager works with the Executive Director and administrative staff to increase awareness of the Symphony's programs and to cultivate new audience members and donors for the HSO.

**Duties and Responsibilities:**

- Strategize, develop, and deploy integrated marketing and public relations campaigns in support of the HSO's concerts, series, programs, and initiatives employing creative thinking and incorporating best practices from both the orchestral and performing arts sectors. This strategic management includes responsibility for budgeting and marketing resource allocation. The Manager plays a key role in providing input and market-based insight to inform artistic operations in the creation of concerts and programs designed to attract large and diverse audiences.
- Working in tandem with the Development department to coordinate fundraising and marketing strategies
- Working strategically with the Community Engagement, Education and DEI Department to promote their efforts within the community and the HSO patron base.
- Writing and/or editing copy for any or all HSO publications and audience development communications as assigned, including season brochures, postcard, annual messages, etc. Work with freelance graphic designers and printers to produce and distribute.
- Setting pricing and zoning for all HSO events.
- Managing the HSO's contracted website management agency.
- Acting as the main contact for the press; responsibilities include pitching and arranging interviews, reserving reviewers' concert tickets, distributing press passes, and fulfilling photo requests.
- Writing, preparing, and distributing press releases and media alerts for all HSO concerts, events, and announcements, averaging one per week.
- Preparing talking points for Music Director, Executive Director, Board of Directors, musicians, and staff for media interviews as needed, and tracking all press coverage. Work in coordination with The Bushnell marketing department as main coordinator and editor for the concert program book; responsibilities include gathering and editing all programs, program notes, , artists' bios and photos, sponsor and donor information; creating any specialty pages; working

with other departments to ensure all information is current and accurate; maintaining strict publication deadlines; and acting as the chief liaison with production vendor.

- Maintaining up-to-date press contacts, comprised of local, regional, national and international newspapers, magazines, trade publications, radio stations, blogs, TV news programs, and arts organizations.
- Shadowing camera crews at HSO rehearsals, performances, and events.
- Overseeing all social media for the HSO and content management of HSO website including copywriting, editing, and frequent updates, and managing HSO Marketing and Digital Media Coordinator.
- Performs other duties as required by Executive Director.

**Education and/or Experience:** College or technical school degree; 5 years related experience and/or training; or equivalent combination of education and experience. Professional work history in the non-profit arts sector strongly encouraged.

Please submit resumes to:

Hartford Symphony Orchestra  
c/o The Bushnell Human Resources Department 166 Capitol Avenue  
Hartford, CT 06106  
Or email to: [jobs@hartfordsymphony.org](mailto:jobs@hartfordsymphony.org)