

SEATTLE REPERTORY THEATRE **JOB OPPORTUNITY**

Position Title:	Public Relations Manager
Department:	External Relations
Supervisor:	Director of External Relations
Classification:	Full-time/Annual, Salaried/Exempt

POSITION SUMMARY:

The Public Relations Manager acts as the primary media contact person for Seattle Rep and is responsible for planning and managing publicity, media relations and the external image for the Seattle Repertory Theatre regionally and nationally. Duties include managing all press and public relations activities for all productions, including the development of press plans, press releases, and media relations. The Public Relations Manager also serves as primary publicist for the artistic director as well as institutional messaging for the organization as a whole.

ESSENTIAL FUNCTIONS:

- Develop and manage comprehensive press plans for each season and all productions within it;
- Demonstrate alert awareness of all activities at Seattle Rep, including but not limited to plays, casts, directors, designers, staff, board, workshops, education events, receptions and future developments;
- Draft and issue news releases and media advisories for shows, special events and announcements;
- Coordinate with the Marketing Manager & Internal Video Producer to develop publicity photos, rehearsal and performance b-roll and video content as needed;
- Develop news angles and story pitches for regional and national media;
- Build and maintain effective relationships with local, regional and national media representatives;
- Accompany artists for written and electronic interviews and appearances;
- Participate in developing institutional messaging and talking-points when required for artistic director, managing director, and board of directors;
- Seek opportunities locally and regionally to promote Seattle Repertory Theatre's artistic director including personal appearances and addresses;
- Participate in ensuring Seattle Repertory Theatre's presence at local and regional performing arts community (e.g. Gregory Awards);
- Manage publicity budget and expenses;
- Maintain regional and national press mailing lists including print, electronic, and online media;
- Oversee press material archive file system for press releases and necessary press clippings;
- Coordinate complimentary ticketing for press and media representatives;

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OTHER RESPONSIBILITIES:

- In conjunction with Associate Director of Communications, research and write articles for Seattle Repertory publications including e-newsletter, show programs, lobby displays and online content
- Participate in proofing all marketing and communications distributed by the Rep
- Member of the Communications Team and actively participates in developing institutional messaging
- Participate in social media and patron correspondence as requested
- Other duties as assigned by the Director of External Relations

REQUIRED QUALIFICATIONS:

- Five years (or equivalent) experience in public/media relations
- A bachelor's degree, or equivalent knowledge and experience
- Thorough knowledge of current AP, copy, and grammatical standards
- Excellent writing, proofreading and phone skills required
- Proficient in Microsoft Office applications
- Knowledge of online and social media outlets
- Ability to meet deadlines and multi-tasking capabilities
- Excellent interpersonal, teamwork and diplomacy skills
- Good knowledge of non-profit organizations (theatre experience strongly preferred)
- Ability to promote organizational mission and goal
- Ability to fulfill several objectives effectively at one time

To apply, please send cover letter, resume and three professional references to:

Seattle Repertory Theatre
Attn: Human Resources
P.O. Box 900923
155 Mercer Street
Seattle, WA 98109

Fax: 206.443.2379 Attn: Human Resources

Email: humanresources@seattlerep.org

Position Posted: 06 January 2012

Application Deadline: 27 January 2012

Start Date: Immediate