

# **Marketing/Public Relations Manager**

## **Job Description**

The Hershey Symphony is a community orchestra of accomplished musicians, voluntarily giving of their time and talents for the purpose of creating a cultural experience both for community / personal enrichment and enjoyment. The Marketing/Public Relations Manager role will implement creative and unique strategies to drive customer interest and support through multiple media channels.

**Reports to: Executive Director**

### **Job Responsibilities:**

#### **Marketing**

Website design and maintenance

Design and publication of seasonal brochures

Maintenance of contracts and relationships with newspaper, social media, and email

Management of all social media accounts

Graphic design of all marketing related materials

Publicizing and Marketing of events and fundraising activities

#### **Operations**

Design layout with printer to supply 10,000+ printed concert programs annually

Coordinate efforts with Public Relations committee

#### **Qualifications:**

Bachelors degree

Proficient in all social media platforms

Graphic design experience

Excellent written and verbal communication skills

Ability to work collaboratively with colleagues in a team environment

Ability to manage multiple projects, follow-through and meet deadlines

Ability to work flexible and changing schedules

Ability to work under time constraints

Hours requirement: Estimate an average of 5 hours per week, highly variable

Compensation: \$7,000 annually