

Public Relations Manager

For 17 days and nights each spring, Spoleto Festival USA fills Charleston’s historic theaters, churches, and outdoor spaces with performances in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Spoleto’s mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unique performance opportunities for established artists. Beyond its role as a launching pad for young talent, Spoleto also serves as a catalyst for cultural change and has contributed to Charleston’s flourishing as a top arts and culture destination. With General Director & CEO Mena Mark Hanna at its helm, the 2024 season takes place May 24 – June 9 in various locations on the downtown peninsula. Spoleto Festival USA is a 501(c)(3) charitable organization.

THE OPPORTUNITY

Spoleto Festival USA seeks a dynamic, driven media specialist and creative strategist to join its Marketing & Communications team as public relations manager. Reporting to the chief marketing & communications officer (CMOC), the public relations manager is responsible for promoting and positioning Spoleto Festival USA as a global leader in arts and culture through high-impact earned media, public relations, and content creation. This role helps to develop integrated marketing, PR, and customer experience strategies to support audience development and ticket sales, while broadening awareness, improving perceptions, and deepening affinity for the organization in alignment with its brand, mission, and vision.

Position Type:	Full-time, exempt, and benefit eligible
Hours:	Full-time; including work nights, holidays, weekends and extended hours as required
Location:	Charleston, SC (on-site)
Department:	Marketing & Communications
Reports to:	Chief Marketing & Communications Officer

Spoleto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoleto Festival USA does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership, parental status, military status, or any other non-merit factor. Our greatest strength comes from our ability to come together as unique individuals—come as you are and bring the best version of yourself.

THE ROLE

Based within the Marketing and Communications Department, the public relations manager forms broad cross-functional working relationships, developing press releases, talking points, and responses to media inquiries; contributing to social media, strategic content, and audience development strategies; and consulting on customer service optimization and crisis communications. Key audiences include audience members, donors, artists and their representatives, industry leaders and practitioners, members of the media, and the local Charleston community.

In addition to serving as primary point person for media, the public relations manager maintains the institutional communications calendar, supports external communications, including drafting copy, producing web stories, and tracking KPIs. Working in a collaborative marketing and communications department, this role will contribute significantly to content strategy – creating and/or editing editorial content for digital communications (emails, web stories, and blog), and various collateral.

Functional Area 1: Press and media relations

Serve as Festival public relations manager for national, regional, and local media:

- Develop annual and multi-year press strategy, messaging, and key targets based on programming and Spoleto Festival's newly approved strategic plan.
- Maximize positive coverage for the Festival around key announcements and at critical points during the Festival sales cycle. Draft press releases, media advisories, and bylines; pitch stories, and create press kits, performance briefs, and other external assets for media, or internal use.
- Cultivate local, regional, and national press relations within arts and culture sectors. Manage media invites and ticketing for the Festival.
- Facilitate on-site (and possibly off-site) interviews, press conferences, news, video and film crews as required.
- Consult with administrative and artistic leaders in response to press inquiries and opportunities; create talking points as needed; provide feedback.
- Deploy tools for media and public relations distribution, research, and monitoring; manage pressroom web page / assets.
- Partner with CMOC to cultivate and coordinate media sponsorships and placements.

Functional Area 2: Editorial Strategy and Execution

This role will help develop outward-facing communications for the Festival brand, as well as seasonal, production-specific, or various campaigns. The role will support Marketing/PR and Development's communication platforms as they:

- Draft and proofread content for ticket brochure and various derivatives created to promote performances, including sales/ marketing emails and leadership communications.
- Develop evergreen and season-specific content to enhance Spoleto Festival USA brand, including quotes, talking points, articles, short statements.
- Manage institutional communications calendar to optimize engagement.
- Collaborate with digital marketing and content production to craft messaging / campaign narratives and arcs for video content, social campaigns, etc.
- Serve as project manager for various collaterals, including the season program book, contributing to editorial strategy and commissioning various content.

DEGREE OF INDEPENDENT ACTION PERFORMED ON THE JOB

This role is highly independent, requiring an individual with strong and sound judgment in managing news and stakeholder requests, pitches, and relationships.

QUALIFICATIONS

- Bachelor's degree in related field required.
- Minimum 3 years related work experience in journalism/public information/public relations/media relations required. (5+years preferred).
- Proven excellence in writing, editing, presentation, copy editing, and public speaking with knowledge of AP Style.

SKILLS AND KNOWLEDGE

- Excellent communication skills, with an ability to convey information precisely, compellingly, and objectively in both written and verbal form. Marketing copywriting experience. Knowledge of AP Style.
- Media relations expertise. PR savvy.
- Strong organizational, project management, and problem-solving skills.
- Experience in creating integrated public relations campaigns with short- and long term impact.
- Discretion, tact, and the ability to maintain sensitive information confidential.
- Flexibility, professionalism, and understanding that media / public relations require on call availability, with evening/weekend assignments as needed.
- A sense of urgency in response, decision-making and service to relationships is imperative.
- The ability to collaborate effectively, contribute to and oversee multiple projects simultaneously, exercising critical thinking.
- Experience in and/or knowledge of the performing arts is a plus.

ADDITIONAL REQUIREMENTS

- Position is based in Charleston, SC with the potential for approved periodic hybrid/remote work. On-site presence required during the Festival from May 1 through min-June and for other operational needs.
- Travel may be required to external events and locations locally and nationally.
- Physical requirements include ascending/descending (stairs), reaching above, lifting of up to 25 lbs., and the ability to move between various facilities and venues while carrying materials.
- Must possess (or be able to immediately obtain upon hire) and maintain a valid driver's license.
- Must be able to pass and maintain a clear background check.
- Flexibility with work schedule, including work nights, holidays, weekends and extended hours as required.

COMPENSATION

Spoletto Festival USA offers a competitive salary and benefits package for qualified candidates. The target salary range for this position is \$55,000-\$60,000. The salary offered will be commensurate with the selected candidate's experience and qualifications. Benefits include health, dental, vision, life insurance, short and longterm disability, vacation and sick leave, paid holidays, and a matching 401(k) plan.

TO APPLY

Writing samples relevant to this position should be submitted along with a resume and cover letter to careers@spoletousa.org. 3 character references must be provided, including their email addresses.