



## DIRECTOR OF COMMUNICATIONS

### **About The Dallas Opera**

One of the leading opera companies in the country, The Dallas Opera has an extraordinary legacy of world-class productions and thrilling premieres featuring the greatest operatic artists of our time. Inaugurated in 1957 with a concert featuring the incomparable Maria Callas, The Dallas Opera is known for the notable U.S. debuts of a host of legendary artists including Dame Joan Sutherland, Plácido Domingo, Jon Vickers, Franco Zeffirelli, and Sir David McVicar. The company has long been an industry leader and innovator through groundbreaking initiatives including the Hart Institute for Women Conductors, TDO Network, free public simulcasts, acclaimed art song recitals, the national vocal competition, special concerts, and outstanding family and award-winning education programs. The Dallas Opera's home is the Margot and Bill Winspear Opera House, a jewel in the Dallas Arts District. As one of the largest performing arts employers in North Texas, The Dallas Opera is proudly committed to diversity, both onstage and off, and is a major contributor to the economic vitality and international cultural reputation of this region.

### **Position Description**

Reporting to the Chief Advancement and Strategy Officer and serving as a member of the Senior Staff, the Director of Communications will set and guide the strategy for all communications, website, social media, and public relations messages and materials to consistently articulate and advance The Dallas Opera's mission. This position will ensure that The Dallas Opera (TDO) is viewed as a premier US opera company serving audiences in the Winspear Opera House, in community centers across North Texas, and online. The Director of Communications creates and edits all communications to successfully promote The Dallas Opera to all media—local, national, and international—and collaboratively works with Senior Staff members as the communications partner on a variety of strategic initiatives.

### **Responsibilities**

- Develop, implement, and measure the success of an annual comprehensive communications and PR plan to raise the profile of TDO through increased coverage in print, broadcast, and digital media outlets
- Build and maintain productive relationships with local, national, and international media to deepen and broaden TDO's current media network, and advance TDO's brand awareness

- Proactively create story ideas and pitch to media
- Escort all media, photographers, and videographers at live performances and rehearsals.
- In partnership with Director of IT and Production Staff, lead all archival photography, videography, and program book library.
- Create and maintain a current media list
- Compose and edit a variety of communication vehicles including media releases and patron newsletters to create and build momentum and to test the effectiveness of the communication strategy. Note: The Development Team will initiate its own communications with Director of Communications review.
- Partner with the Director of Marketing, Sales, and Patron Services and Director of Development to create and share content with targeted patron segments to grow patron family of subscribers, donors, and single ticket buyers
- With Director of Marketing, Sales, and Patron Services, compose promotion plan for each mainstage production, digital programs, Development major fundraising events, and Education and Community Engagement programs
- Provide key messages to other internal and external constituents as needed
- Serve as program book editor, interviewing artists, writing articles, and other copy as needed, including artist bios; create production schedule, gather all content, and work with designer to produce
- In concert with other key staff executives, write and produce annual report for distribution to stakeholders, including board, media, donors, and ticket buyers
- Draft and edit General Director and CEO's speeches and responses to communications from media, community partners, ticket buyers, and donors
- Represent The Dallas Opera in media interviews and public speaking opportunities (as needed)
- Lead company social media communications:
  - Create overall TDO social media strategy, including staff policy, guidelines for engagement, and company voice
  - Lead biweekly cross-functional team to generate post ideas, manage graphic design, write and/or approve copy, and upload the posts
  - Maintain social media calendar, tasks, and assets within Asana project management system
- Establish and cultivate collaborative relationships with the AT&T Performing Arts Center, other Dallas Arts District organizations, industry leaders, board members, media, government and city officials, and key business, community, and promotional partners
- Establish and maintain company-wide standards for written and graphic communications in print and electronic media

- Manage independent contractors, vendors, and interns as needed.

### **Other Responsibilities**

- Maintain positive and productive relationships with staff, board, artists, and consultants
- Partner with Development to have sponsors promote The Dallas Opera within their networks
- Partner with Marketing and Education on community engagement and audience-building initiatives including Young Professionals, group sales, and student/alumni programs
- Attend and actively participate in all team meetings and meetings with direct supervisor as required
- Other duties as requested

### **Candidate Qualities**

#### **Traits and Characteristics**

- Leadership, strategic focus, creativity, and accountability
- Aptitude for multitasking, prioritizing, attention to detail, and managing time in a fast-paced environment which often presents competing priorities
- Strong interpersonal skills
- Self-motivated with a commitment to increase media coverage and broaden brand awareness in creative/non-traditional ways when possible
- Strong project management and organizational skills; accepts responsibility for quality, accuracy, and timeliness of assignments
- Creative team player with customer service mindset, collaborative spirit, and proven ability to build productive working relationships internally and externally

#### **Skills and Knowledge**

- Seven or more years of proven success and related experience with increasing levels of responsibility in performing arts communications in a mid-sized or large company
- Bachelor's degree in a related field (Journalism, Communications, Music)
- Proven expertise in managing media relationships and crisis communications
- Knowledge and creativity to use print, broadcast, and digital communications including social media to amplify brand awareness to new and existing audiences
- Strong communication ability, including superb writing and editing skills
- Strong classical music background
- A passion for the art form and a deep understanding of, or willingness to learn about, the Texas performing arts and media landscape

- Proficiency in Microsoft Office products (Word, Excel, PowerPoint) and collaborating in a Microsoft 365 environment

### **Other Considerations**

<b>Compensation</b>	Competitive salary Benefits include health, vision, and dental insurance, vacation time, no-cost parking, and professional development opportunities to increase knowledge-base and employee retention
<b>Education</b>	Bachelor's degree preferred
<b>Location</b>	Dallas, Texas
<b>Website</b>	dallasopera.org
<b>Travel</b>	Occasional

The Dallas Opera values diversity in the workplace and is committed to creating an equitable and inclusive work environment where employees are treated with dignity and respect. The Dallas Opera is an equal opportunity employer and maintains a policy of non-discrimination with all employees and applicants for employment. This position will remain open until a diverse and qualified pool of candidates has been identified. Applications from populations underrepresented in the arts are strongly encouraged to apply.

To apply, please send a cover letter no longer than two pages and resume to [recruitment@dallasopera.org](mailto:recruitment@dallasopera.org), using the subject line "Director of Communications." Please send Word or PDF file only.

No phone calls please.