TITLE: Communications Manager
DEPARTMENT: Marketing
REPORTS TO: Director of Marketing, Sales, and Patron Services
EMPLOYMENT TYPE: Full-time, Permanent, Exempt

Position Description
Reporting to the Director of Marketing, Sales and Patron Services, the Communications Manager will guide the strategy for public relations to consistently articulate and advance The Dallas Opera’s mission. This position will ensure that The Dallas Opera (TDO) is viewed as a premier U.S. opera company serving audiences in the Winspear Opera House, communities across North Texas, and online through digital programming. The Communications Manager creates and edits all communications to successfully promote The Dallas Opera to local and regional media, and collaboratively works with Senior Staff members as the communications partner on a variety of strategic initiatives.

Media Relations
- 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
- With supervisor, create media relations plan for mainstage productions, digital programs, major fundraising events, and education and community engagement initiatives
- Deepen existing and foster new media relationships with arts and non-arts media in greater Dallas as well as regionally, to raise TDO’s profile, reach beyond typical audiences, broaden TDO’s current media network, and advance TDO’s brand awareness
- Manage consultant/contract services for national press as needed
- Create and maintain all media lists
- Proactively create story ideas and pitch to media
- Establish and cultivate collaborative relationships with the AT&T Performing Arts Center, Dallas Arts District organizations, industry leaders, board members, media, government and city officials, and key business, community, and promotional partners
- Escort all media, at live performances and rehearsals

Internal/External Communications
- In collaboration with other key staff executives, write and produce annual and impact reports for distribution to stakeholders, including board, media, donors, and ticket buyers
- Establish and maintain company-wide standards for written communications
• Compose and edit a variety of communication vehicles (including media releases, TDO News, General Director and patron newsletters, as well as marketing and development copy as needed
• Provide regular media and press digests to key stakeholders, board, and trustees
• Draft and edit General Director and CEO’s speeches and responses to communications from media, community partners, ticket buyers, and donors
• Work with General Director and CEO to create key messages and provide to other internal and external constituents as needed
• Represent The Dallas Opera in media interviews and public speaking opportunities as needed
• Partner with General Director and CEO, senior management team and PR consultant on crisis communication planning and response as needed

Program Book

• Work with contract program book editor to draft book layout, gather all assets and content, create production schedule, work with designer to produce or delivery on time and error free
• Schedule and manage interviews with artists, sub-contracting writers for articles and program notes, providing edits to artist bios, and other copy as needed
• Manage internal proofing timelines and approvals, publisher contract, printing, and delivery
• Serve as primary contact for gathering artist and production images and video content; ensure permissions and oversee accuracy of image credits
• Responsible for final proof and edit corrections prior to printing
• Manage content for digital programs.

Digital Content and Social Media

• Partner with the Director of Marketing, Sales, and Patron Services and Director of Development as needed to create and share content with targeted patron segments to grow patron family of subscribers, donors, and single ticket buyers
• Work with the General Director and CEO and the Digital Content Marketing Manager to lead institutional messaging strategy and content creation to promote press coverage, support the company’s DEI goals, respond to emerging trends where critical statements are required, and other institutional engagement
• Participate in digital strategy discussions and co-develop annual plan for content creation through internal and external creative resources, including but not limited to video production of sizzle reels, artist interviews, behind-the-scenes content, digital impact reports, and social content
• Assist in the co-creation of a social media staff policy, guidelines for engagement, company voice, and image selection
• Provide back up for posting on active channels: YouTube, Meta, and LinkedIn
• Provide back up for escorting photographers, and videographers at live performances and rehearsals
• Provide back up for photography and video archives
• Responsible for printed and digital program book archives
• Review, edit, and approve all artist and staff bios
• Manage independent contractors, vendors, and interns as needed

Other Responsibilities
• Maintain positive and productive relationships with staff, board, artists, and consultants
• Assist with proofreading marketing and development materials as needed
• Attend and actively participate in all team meetings and meetings with direct supervisor and cross-departmental teams, 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
• 3-4 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 Teams environment
• Able to work nights and weekends as required by the Opera’s performance schedule

Other Considerations
Compensation
• Competitive salary
• Benefits include health, vision, and dental insurance, vacation time, no-cost parking, and professional development opportunities to increase knowledgebase and employee retention

Education
• Bachelor’s degree preferred
Location: Dallas, Texas
Office Hours: 9am to 5pm except for evening rehearsal, performance, and special event dates. On those occasions, office hours will be flexible and mutually agreed.
Website: dallasopera.org
Travel: 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, using the subject line “Communications Manager.” Please send Word or PDF file only. No phone calls please.