**8VA Classical Music Publicist
Job Description**

**Job Title: Classical Music Publicist**

**Location: New York City (preferred) or remote**

**Employment Type: Full-Time with Benefits**

**Position Overview:**

8VA is growing! We are seeking an additional talented and experienced Classical Music Publicist to join our team. The ideal candidate will have a proven track record of pitching to classical music or arts-focused media outlets and a deep understanding of the classical music landscape. This role involves engaging with clients, creating compelling content, and coordinating comprehensive media strategies to achieve impactful coverage.

**About You:**

You are a detail-oriented and self-driven individual who appreciates working with renowned classical musicians and industry professionals from around the globe. Although you work remotely from your computer daily, you enjoy connecting with your colleagues through virtual meetings and emails. When on-site at client events, you carry yourself with professionalism and integrity. You are very dependable, self-directed, and committed. You strive to meet and exceed client goals and expectations. You are passionate about classical music and see yourself continuing to excel in this role for the foreseeable future.

**Key Responsibilities:**

* Develop and execute media relations strategies to promote classical music clients
* Pitch stories and secure coverage in print, online, radio, and TV outlets focused on classical music and the arts
* Build and maintain relationships with journalists, critics, and media outlets
* Write and edit press releases, bios, program notes, and other promotional materials
* Plan and coordinate journalist visits, interviews, and media coverage for concerts, events, and tours
* Create and manage social media content and strategies for clients across platforms
* Monitor media coverage and provide reports to clients
* Assist in media planning and strategizing long-term publicity goals
* Participation in client meetings
* Correspond with clients frequently using care, discretion, initiative, and attention to detail
* Research and other projects as dictated by Managing Directors

**About 8VA Music Consultancy:**

Since 2012, our firm has provided public relations, digital and traditional marketing, and strategic consulting services to orchestras, music festivals, top classical soloists, chamber groups, conductors, composers, and related organizations. Most importantly, we love music, and feel honored and excited to be involved in some of the world’s greatest musicians and orchestras’ careers including Curtis Institute of Music, Anne Akiko Meyers, Marc-André Hamelin, Dover Quartet, Yulianna Avdeeva, Long Yu, Gerard Schwarz, Carlos Simon, Bravo! Vail Music Festival, and many more. In 2024, 8VA was named a “Top 5 Performing Arts PR Firm” by *Observer*.

**Qualifications:**

* A minimum of 2 years of experience in classical music media relations
* Strong relationships with classical music or arts journalists and media outlets
* Exceptional writing and editing skills, with a keen ability to craft compelling narratives
* Knowledge of classical music, including repertoire, artists, and industry trends
* Ability to manage multiple projects simultaneously and meet tight deadlines
* Strong attention to detail
* Proficiency in social media platforms and content creation
* Self-motivated, detail-oriented, and a strong team player
* Minimum of a bachelor’s degree
* Working knowledge of Google and Microsoft suites
* Based in New York City (preferred) or willing to work remotely with occasional travel
* Kind to others
* Handles confidential and sensitive information appropriately
* Possesses integrity and discretion

**Benefits:**

• Competitive salary commensurate with experience

• Paid time off and holidays

• Flexible remote work options

**Submission Process**

Please submit a cover letter and resume to info@8vamusicconsultancy.com. Applications will be reviewed on a rolling basis with a January 24th closing date.