

NORTH CAROLINA **SYMPHONY**

Director of Communications

POSITION SUMMARY

The North Carolina Symphony is seeking a positive and team-oriented individual to join our team! The Director of Communications serves as a vital member of the North Carolina Symphony's Marketing & Audience Development Department with primary responsibilities including strategic storytelling, social media, press outreach video production, writing email communications, and overseeing the website. The Director of Communications reports to the Vice President of Marketing & Audience Development, responsible for planning and executing robust effective internal and external communications plans to ensure the achievement of revenue, new audience growth, and patron engagement.

MAJOR RESPONSIBILITIES

- Collaborates cross-departmentally to develop stories and to support communications needs of the institution including writing, editing, proofing, and signoff.
- Achieves annual local, regional, and national goals for brand visibility through strategic championing of the NCS story, communicating the organization's unique brand position, and securing opportunities to share key messages with internal and external stakeholders and influencers.
- Integrates storytelling through proactive involvement of internal stakeholders in education and philanthropy, with emphasis on corporate fundraising and individual donors.
- Ensures consistent adherence to key messages and branding with internal and external constituencies.
- Develops all social media content, placement, and analytics.
- Strategizes creation and deployment of video, web design, and patron electronic communications.
- Cultivates press relationships.

POSITION/PHYSICAL REQUIREMENTS:

- This position requires some travel in North Carolina and work outside regular office hours including concerts and special events.

KNOWLEDGE, SKILLS, AND ABILITIES/COMPETENCIES

To receive credit for your work history and credentials, you must provide the information on the application form. Any information omitted from the application form, listed as general statements, listed under the text resume section, or on an attachment will not be considered for qualifying credit.

Qualified candidates must have or be able to:

- Demonstrated experience in communications and/or public relations.
- Demonstrated experience with Microsoft Office Suite (Excel, PowerPoint, Outlook, Word).

MANAGEMENT PREFERENCES:

- Demonstrated experience managing integrated social media campaigns to achieve revenue and engagement goal
manage integrated social media campaigns to achieve revenue and engagement goal.

- Demonstrated knowledge of video storyboards and production.
- Demonstrated excellent attention to detail.
- Demonstrated excellent judgement and professionalism.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Some state job postings say you can qualify by an “equivalent combination of education and experience.” If that language appears below, then you may qualify through EITHER years of education OR years of directly related experience, OR a combination of both. See oshr.nc.gov/experience-guide for details.

Minimum Education and Experience Bachelor’s degree in business administration, agriculture, marketing, or a related field from an appropriate accredited institution and four years of related work experience, including two years in a supervisory or managerial role; or an equivalent combination of education and experience.

Because driving between worksites and to various locations may be a central function of the position, administrative staff must maintain a valid driver’s license and have reliable transportation.

The North Carolina Symphony values diversity in backgrounds and experiences. Individuals are encouraged to apply even if they do not meet every requirement. We expect that the ideal candidate will exhibit many of the following knowledge, skills, and competencies. We also consider a combination of experience, proficiency, and transferrable skills when considering a position submission.

This is a full-time salaried state position based in the Triangle region of North Carolina. The salary hiring range is \$62,739 to \$109,794. The North Carolina Symphony is currently operating on a hybrid work structure with onsite and remote work. The comprehensive benefits package is offered by the State of North Carolina.

TO APPLY

Visit <https://www.governmentjobs.com> to apply for this position. Please be sure to complete the application in full. Resumes, cover letters and reference documents may be uploaded with the application but will not be accepted in lieu of a fully completed application.

No phone calls please.

THE ORGANIZATION

The North Carolina Symphony (NCS) is an equal opportunity employer that maintains a policy of nondiscrimination with respect to all employees and applicants for employment including hiring, promotion, layoff, termination, rates of pay, selection for training, and recruitment. All considerations are administered without regard to race, color, religion, sexual orientation, national origin, gender, age, disability, or veteran status. Employment decisions, subject to the legitimate business requirements of NCS, are based solely on the individual’s qualifications, merit, experience, and performance. NCS is the recipient of a Catalyst Fund grant from the League of American Orchestras made possible by The Andrew W. Mellon Foundation, to build internal capacity in advancing our understanding and encouraging practice of equity, diversity, and inclusion (EDI). NCS is proud to be a partner orchestra of the National Alliance for Audition Support.



Founded in 1932, NCS is a vital and honored component of North Carolina’s cultural life. Each year, more than 300 concerts, education programs, and community engagement offerings reach adults and

schoolchildren in all 100 North Carolina counties—in communities large and small, and in concert halls, auditoriums, gymnasiums, restaurants, clubs, and outdoor settings. The NCS is proud to expand access to audiences around the globe through concerts and educational offerings available through the digital space.

NCS's state headquarters venue is the spectacular Meymandi Concert Hall at the Duke Energy Center for the Performing Arts in downtown Raleigh. The Symphony's service across the state includes series in Chapel Hill, Wilmington, New Bern, Southern Pines, and Fayetteville, as well as the Summerfest series at its summer home, the outdoor Koka Booth Amphitheatre in Cary. NCS brings some of the world's greatest talents to North Carolina and embraces home-state artists from classical musicians to bluegrass bands, creating live music experiences distinctive to North Carolina. NCS is dedicated to giving voice to new art and has presented more than 50 U.S. or world premieres in its history.

Committed to engaging students of all ages across North Carolina, NCS leads one of the most extensive education programs of any symphony orchestra in the country—serving over 100,000 students each year. In alignment with the curriculum set by the North Carolina Department of Public Instruction, the Symphony provides training and resources for teachers, sends small ensembles into classrooms, and presents full-orchestra in-person and online Education Concerts that bring the fundamentals of music to life. Music Discovery for preschoolers combines music with storytelling, and at the middle and high school levels, students have opportunities to work directly with NCS artists and perform for NCS audiences.

The first state-supported symphony in the country, NCS performs under the auspices of the North Carolina Department of Natural and Cultural Resources, D. Reid Wilson, Secretary.