Position: Public Relations Associate
Status: Exempt, full time position
Reports to: Director of Marketing
Location: Performing Arts Houston, Houston TX
Salary: $42,000 - $55,000; commensurate with experience
To Apply: Submit resume and email identifying interest to:
employment@performingartshouston.org
Posted: April 28, 2022; open until filled

Performing Arts Houston is an equal opportunity employer – we value diversity. All are encouraged to apply. Strong candidates will work in alignment with Performing Arts Houston’s Mission and Values

The Public Relations Associate is a driven, front-line representative that enhances awareness and visibility of Performing Arts Houston. Primary responsibilities are developing media relationships and strategy; managing artist press materials and interviews; managing institutional media needs and assets; and writing, editing, and managing publications and communications including press releases, quarterly magazine/program booklet, and a monthly newsletter. This position requires strong written and oral communication skills, a healthy appreciation of proper grammar, and fervid attention to detail.

Specific Responsibilities:

• Acts as the primary press contact for Performing Arts Houston. Writes, develops, and distributes press releases for up to 40 mainstage and affiliated education programs annually, season announcement and other institutional initiatives.
• Builds relationships and a network of writers, influencers, bloggers, critics, journalists, and media both locally and nationally. Proactively engages with members of the press and media in Houston and nationally to pitch stories and earn coverage with the goal of image building, generating publicity and increasing ticket sales and attendance.
• Solicits and manages all media appearances, media opportunities, photo calls and video projects. Tracks and quantifies press coverage for distribution to staff and board.
• Gathers, organizes, proofs, and formats content for quarterly magazine, including performance notes, articles, and ads.
• Serves as communications point person for all touring artists, ensuring our programs, ad language and assets are up to date and approved.
• Writes monthly newsletter with readership of 20k.
• Collaborates with Director of Marketing on promotional campaigns and cross promotion with external partners.
• Manages routing/proofing of marketing and communications materials, including press releases, patron emails, newsletter, website content, digital and printed advertising.
• Represents Performing Arts Houston at all performances and events.
• Manages all performance media calls and institutional photography and videography needs.
• Creates and manages an institutional media asset filing and storage system.
• Responds to social media comments daily, on a cadence as is necessary.
• Other responsibilities as assigned.
PERFORMING ARTS HOUSTON
Public Relations Manager (cont.)

Essential Skills/Qualifications:

- Excellent interpersonal communication skills, an authentic interest in interacting with media, artists, patrons, staff, board members, donors, and stakeholders. Exhibits a positive and cooperative work ethic.
- Strong writing and proofing ability are required. The ability to write and speak clearly, with excellent attention to detail.
- A responsive communicator who prioritizes timely, accurate support for press, artists, and other stakeholders.
- Demonstrates a well-developed, proactive, sales mindset that drives media engagement and ticket sales.
- Good proficiency with technology. The ability to use Microsoft Office Suite is required, as well as Facebook, Instagram & Twitter social platforms. The role will frequently involve work in WordPress CMS, Canva design, Dropbox, Spektrix CRM and DotDigital email client. Experience with every platform isn’t required but the ability to learn and implement new skills quickly is essential.
- Strong project management skills are critical. The position requires meeting many deadlines in a fast-paced environment, with strong attention to accuracy, responding to new information, changing requirements, or challenges.
- Exhibits a highly developed sense of initiative, detail orientation, responsibility, and problem-solving skills.
- Knowledge of and experience with Houston’s arts communities a plus.
- A creative, collaborative spirit with a strong desire to embrace opportunity and build sustainable program structures.
- Flexibility to work nights, weekends, and occasional holidays.
- Salary is flexible, based on the candidate’s experience. Five years’ experience and a degree in marketing, communications, arts administration, or a related field is preferred. Entry-level candidates with strong skills will be considered.

We’ve announced our 22/23 Season! There’s a lot to look forward to.

Performing Arts Houston seeks to become a mirror for the cultures and creativity of our city, and a window to the wider world of live performing arts. For 55 years, we’ve presented remarkable experiences in Houston’s theaters and venues.

How to Apply:
A cover letter is required for consideration for this position and should be attached as the first page of your resume. The cover letter should address your specific interest in the position and outline skills and experience that directly relate to this position. Applications will be accepted through email to employment@performingartshouston.org

Potential employees must pass a background check and provide proof of COVID vaccination and booster.

Performing Arts Houston Provides:
Excellent benefits package with company-paid medical, dental, disability and life insurance provided to employee after 30-day period. Medical and dental coverage for employee’s family members is available through company policies at the employee’s expense.

403(B) Plan with employer matching credits beginning after 1 year of service.

Parking in Theater District parking provided by the company.