

Position Title: Communications Assistant
Classification: Non-Exempt
Department: Communications
Reports To: Director, Public & Media Relations

Responsibilities

Provide general support to Communications staff including specific responsibilities for the following:

1. Coordinate photography and video for organization, including scheduling and working with house photographers and media photographers for concerts/events; obtain clearances for photography at concerts/events and other media requests; choose photo “selects” for publicity and marketing uses and service photos as needed; schedule portrait sittings for new Orchestra members; maintain Orchestra Portrait Gallery; coordinate annual Orchestra Portrait.
2. Review major papers and online news sources daily for reviews, feature articles, and other significant pieces pertaining to the New York Philharmonic, its musicians, and others involved with the Orchestra. Distribute pertinent clips via e-mail on a daily basis, and compile all press activity.
3. Brainstorm and develop media pitches for Philharmonic subscription concerts, special events and other activities; help cultivate relationships with key journalists; arrange interviews. Specific responsibility for radio broadcasts, listings/photo placement, season previews and holiday guides.
4. Coordinate interviews for weekly radio broadcasts and podcasts (e.g. arrange interviews with guest artists, key internal figures).
5. Assist with logistics and implementation of major events (e.g. opening night press reception, season announcement press conference, galas, etc.). Oversee press kit production for season announcement and special events.
6. Writing assignments as needed, such as some press releases (radio broadcast releases), social media platforms (Tumblr, Twitter) and other press materials. Contribute ideas to social media.
7. Coordinate electronic distribution of press releases through Swiftpage using HTML template. Responsibility for maintenance and organization of media database and lists (ACT).
8. Each member of PR staff to equitably share in the responsibilities of concert duty for concerts and events throughout the year, including “all hands on” events (such as Parks, Opening Night, etc.).
9. Miscellaneous duties as required.

Requirements

College degree with minimum of one year office experience (preferably in PR/communications). Ability to work in deadline-oriented, multi-tasking environment. Good writing skills and organizational abilities. Professional manner and a sense of “appropriateness” in representing the Philharmonic. Proficiency with Photoshop, knowledge of HTML, social media, video shooting/editing and general tech “savviness” preferred. Knowledge of classical music preferred.