



City of Irving Job Description

Public & Media Relations Coordinator

FLSA Status:	EXEMPT	Job Department:	Arts & Culture
Job Code:	03241	Reports To (Job Title):	Arts Assistant Executive Director - Operations

PURPOSE

Daily event and seasonal public relations and promotion of events presented by the Irving Arts Center, including gallery exhibitions and activities, KidsArts and special events. Manages and disseminates calendar data for performances and all other events scheduled in the facility. Coordinates timeline for development of printed materials, ad design and placements to support Arts Center institutional marketing program and assists in planning special events as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage the master calendar, verifying entries and producing releases, media advisories, and preparing information for ads, publications and websites.
- Research, compile, write, edit and proof copy and coordinate printing and distribution of all correspondence and materials mailed, emailed, delivered or presented to media and general public including brochures, flyers, posters, media releases, newsletters, websites and more.
- Prepare and implement public relations plan to include print media, radio, TV, collateral materials, and/or other strategies to achieve attendance and sales goals for Arts Center produced events.
- Plan and implement promotional activities including personal interviews, cooperative promotions and publicity campaigns related to program activities.
- Assist in purchasing services for advertisements, printing and promotions, soliciting bids and preparing purchase orders related to marketing and public relations.
- Assist in market analysis of ticket sales, buyer behavior patterns, media impact and marketing trends locally and regionally.
- Assist in coordinating information for the Center website; edit/provide all copy and content in a timely fashion, and ensure a coordinated, progressive, and fully functional site.
- Implement all public displays and signage for individual events and for institutional positioning; coordinate same with AED Operations and Front-of-House.
- Attend various administrative meetings, serve as Staff on Duty at selected events, and complete other duties as assigned.
- Assist in planning special events as required.
- Work with mail house: mail list analysis and buys, purchasing postage, coordinating list updates and delivery.
- Work with clients and resident art groups to gather information in a timely fashion for master calendar and appropriate publications.
- Communicate with press: maintain press database, respond to requests, facilitate communication with clients, distribute calendar information and releases, and pitch stories and photos as needed.

- Represent the Arts Center as needed at meetings, fairs and community events.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- None

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-5 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Assist in purchasing services for advertisements, printing and promotions, soliciting bids and preparing purchase orders related to marketing and public relations.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree in Public Relations, Communications, Journalism, or a related field.

EXPERIENCE

- At least three (3) years of related experience, including one (1) year of supervisory experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid Texas driver's license, or the ability to obtain one, may be required.

KNOWLEDGE OF

- Municipal Tourism and Conventions: Vocabulary, variables, cycles, processes, procedures, and information resources related to destination management for a municipality.
- Event Production: Resources, calendars, and techniques for planning and conducting large events.
- Media Relations: Processes, techniques, and strategies for obtaining media coverage.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Design: Techniques, principles, tools, and instruments involved in the production and use of marketing collateral.
- Supervision: personnel motivation, interviewing, hiring, oversight, evaluation, and discipline.

- Sales and Marketing: Principles and methods involved in showing, promoting, and selling services and locations.
- Office / Industry Software: Current word processing, presentation, spreadsheet, database, and computer-aided drawing programs used by the City.

SKILLS AND ABILITIES IN

- Basic Math: Adding, subtracting, multiplying, or dividing quickly.
- Mechanical/Technical: Safely operating diverse office equipment, especially computer, copier, fax machine, and paper shredder.
- Social Perceptiveness: Being aware of the reactions of others and understanding why they react the way they do.
- Critical Thinking: Using logic and analysis to identify the strengths and weaknesses of different approaches.
- Service Orientation: Actively looking for ways to help people.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Deductive Reasoning: Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together.
- Inductive Reasoning: Combining separate pieces of information or specific answers to problems to form general rules or conclusions. This includes coming up with a logical explanation for why a series of seemingly unrelated events occur together.
- Fluency of Ideas: Developing a number of ideas about a given topic. This concerns the number of ideas produced and not the quality, correctness, or creativity of the ideas.
- Effective Supervision: Producing decided, decisive, and/or desired effect in the actions of those under one's direction.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Interactive Presentation: Effectively presenting information to groups and responding to questions.
- Reading Comprehension: Reading and interpreting documents.
- Problem Sensitivity: Telling when something is wrong or is likely to go wrong.
- Speech Recognition: Identifying and understanding the speech of another person.

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

This position engages with city staff at all levels, vendors, the general public, and members of the media.

EQUIPMENT AND PROPERTY

PC/laptop, and other general office equipment, such as telephones, copiers/fax, etc.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, sit, and/or see. Frequently, s/he is required to drive a vehicle, talk, and/or walk. S/he occasionally must carry and/or stand. In rare instances, s/he must kneel, lift up to 50 pounds, reach, and/or stoop.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The noise level in the work environment usually is quiet.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.