



Job Specification

Job Title: Manager, Marketing & Public Relations, Rialto Center **Effective Date: April 1, 2007**
BCAT Code: 455X AT **Revision Date: February 1, 2007**
Pay Grade: G17 **FLSA Status: Exempt**

General Description

Manages all the marketing and media/public relations for the Rialto Center, its Signature Series and its rentals.

Examples of Duties

- Writes press releases.
- Coordinates staff and artist interviews on radio, TV, and print.
- Creates and maintains good relations with the press.
- Creates Signature Series subscription brochure, Art & Soul newsletter, all collateral marketing and public relations brochures for the Series as well as the rental, programs booked for performances and image pieces.
- Creates ad schedules and concepts for all advertising at the Center (print, radio, television) and coordinates and /or creates those ads.
- Coordinates, strategize and supervises creation of archival video for Rialto renovation history, exterior banners, interior lobby banners, other projects having to do with enhancing the Rialto's image in its public spaces.
- Provides public relations/marketing support for sponsorships.
- Creates and maintains the photographic, print, audio and video presence of the Rialto Center and its activities.
- Supervises, updates and makes improvement to web site.
- Cultivates and engages in citywide arts opportunities.
- Attends evening performances.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities

- Knowledge of the arts, performing and otherwise to converse with media.
- Knowledge of graphic arts programs.
- Knowledge of other languages helpful.
- Familiarity with artists and their needs.
- Ability to communicate effectively verbally and in writing.
- Ability to supervise and direct the work of others.
- Ability to operate a digital camera or 35mm camera.
- Ability to produce mock-ups for larger pieces such as brochures, handbooks, and catalogs.
- Proficiency with word, spreadsheets, and database programs.

Minimum GSU Hiring Standards

Bachelor's degree in a related field and two years of supervisory/managerial related experience, or a combination of training and experience; or a bachelor's degree and four years of related experience, or a combination of education and experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.