



**Position:** Communications Manager  
**Department:** Diversity and Engagement  
**Reports to:** Director of Diversity and Engagement  
**Status:** Full-time, Exempt

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## JOB DESCRIPTION

The Virginia Symphony Orchestra is seeking a Communications Manager. This position reports to the Director of Diversity and Engagement and works collaboratively with all Virginia Symphony Orchestra (VSO) departments. The employee is responsible for designing, creating and deploying strategic communications through multiple channels that positions the Virginia Symphony Orchestra as a community-focused organization. The Communications Manager will also establish internal communications and oversee media relations, publications, and all communications efforts needed to amplify the VSO's mission. The Communications Manager will ensure that there is a broad representation of ALL VSO components to external constituents to tell the whole VSO story.

### Principal Responsibilities:

#### Strategic Communication

- Determine and manage strategic communications campaigns, in consultation with senior leadership team, that will help further and promote organizational goals. Create community-wide, local, regional and national awareness about the Virginia Symphony and its role as a community-focused organization.
- Develop media plans for communicating the VSO's mission and non-concert activities to the media.
- Work to establish, maintain and foster good and positive media relations with media outlets.
- Perform communications research and monitor the progress and impact of the VSO's communications strategies
- Conduct quality control on all mission and non-concert communications. Support Marketing and Development department teams with consistency and quality.
- Curate and edit website content in collaboration with all VSO departments and musicians.
- Serve as spokesperson as needed and provide public information by request.
- Design "program book"(WELCOME BOOK) as a primary communications tool for the organization to its concert attendees. Coordinate all aspects of program book production, including written content, layout, and printing.
- Create content to increase awareness of community events and activities through social media channels (Facebook, Twitter, Instagram, YouTube, TikTok etc.)
- Implement internal communications strategies and initiatives that will foster employee culture setting (i.e., employee relations/communications collaterals.)
- Create information packets for staff and board to ensure that VSO brand has one voice and brand consistency.

## Community

- Broaden communications efforts to reach diverse populations, with an initial focus on the African American community.
- Proactively engage diverse cultural observances (i.e., Black History Month, Women’s History Month, Indigenous Peoples Day, Juneteenth etc.)
- Report all community-related events to media through press releases, solicit and coordinate interviews and other media-related opportunities.
- Assist senior leadership in responding to crises, current events, or challenging issues quickly and professionally
- Create listening maps or other patron communications to remove barriers to enjoyment and ensuring inclusion for all concert attendees.
- Draft press releases, presentations and speeches for CEO, Music Director, and Principal Guest Conductor.
- Create an annual report in collaboration with Executive Team, Development and Marketing.

## Desired Qualifications and Requirements

- Bachelor’s degree or equivalent experience
- Excellent verbal and written communication skills
- Enthusiastic self-starter, with the ability to inspire others and lead in the development, implementation and monitoring of a comprehensive communications plan. Must also understand strategic and media relations planning
- Understanding of Branding, Cooperate Identity, and Visual design acuity
- Ability to create compelling stories
- Create and distribute marketing copy to promote VSO’s community engagement efforts
- Edit and proofread written pieces before publication
- Significant knowledge of and ability to integrate social and digital media into communications efforts
- Thorough understanding of existing and emerging and best practices and best fit models in communications, especially those specific to the performing arts
- Demonstrated commitment to leadership in the areas of equity, diversity, inclusion and access. Must have an ability to articulate and achieve goals of increasing engagement with new demographic groups
- Knowledge of classical music is a plus; however, having an awareness of a variety of music genres is ideal
- Some nights and weekends may be required
- Any other assignments that help drive the VSO’s forward-thinking vision, achieve our mission and abide by our organization’s values

## Other Details

Compensation: \$40–\$45K annually, plus excellent benefits, including health insurance and leave.

If hired, we require proof that you have received the COVID-19 vaccine or provide a valid religious or medical vaccination exemption.

## To Apply

Interested candidates must send a writing sample of a community-based, mission-driven organization/event (500 words or less), a cover letter, and resume to Nikki Thorpe, Director of Diversity and Engagement at [nthorpe@virginiasymphony.org](mailto:nthorpe@virginiasymphony.org).

## VSO Statement on Attracting Candidates from All Backgrounds

Equity, Diversity, and Inclusion are music to our ears! The Virginia Symphony Orchestra is an Equal Opportunity Employer committed to increasing diversity among our applicant pool, our musicians, our staff, our board of directors, and in our program offerings. We strongly encourage people from all backgrounds, especially Black, Indigenous, and all People of Color, as well as people with non-traditional experience and educational backgrounds, to apply for this position.