



Manager of Media Relations

The Music Center convenes artists, communities, and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on The Music Center Plaza, outside at Grand Park—a 12-acre adjacent green space—and in schools and other locations all over Los Angeles County. TMC Arts presents world-class dance with Gloria Kaufman Presents Dance at The Music Center, free and low-cost public concerts and events, as well as K–12 arts education programs. TMC Ops manages the theatres, the Plaza and Grand Park on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. Each of these companies is responsible for their own programming and marketing.

The Music Center is hiring a **Manager, Media Relations**, to join its Marketing and Communications Department. Reporting to the Assistant Vice President, Marketing and Brand Communications, the Manager of Media Relations develops and implements a strategic media relations program to promote and enhance The Music Center brand for both the destination and the organization responsible for managing the destination, as well as for events, performances and experiences presented or produced by The Music Center's artistic division, TMC Arts.

The manager of media relations supports both The Music Center's institutional and programmatic goals:

- 1) Helping the organization define its brand and achieve awareness and recognition among key stakeholders, including, but not limited to, current and prospective patrons and visitors, donors, board members, community members and partners, artists, presenting partners, and the County of Los Angeles;
- 2) Supporting marketing communications programs to drive ticket sales and audience participation and engagement for both paid ticketed programs and free events; and
- 3) Driving awareness and audience engagement for events at Grand Park, which is operated and programmed by The Music Center.

The manager of media relations will work closely with the Assistant Vice President of Marketing and Brand Communications and members of the Marketing and Communications Department to develop and refine the media relations plan and to secure coverage. In this role, they also collaborate with members of the TMC Arts team, to support specific media relations needs for ticket sales, traffic, etc., for events, presentations and productions, and with the Advancement team to enhance the environment for donor cultivation.

PRINCIPAL DUTIES & RESPONSIBILITIES:

- Working closely with the Assistant Vice President of Marketing and Brand Communications, create and implement a strategic media relations program in sync with The Music Center's goals and priorities and as part of an overall marketing communications plan.
- Develop positioning statements and key messaging.
- Provide media relations support for key events and activities, including planning, pitching and placing editorial opportunities in local and national print, broadcast and digital media outlets (and international as appropriate).
- Staff events and work closely with media on-site (may include weekends, evenings and holidays).
- Provide counsel to spokespeople in advance of interviews.
- Develop and maintain effective working relationships with a wide range of national and category-specific media and with colleagues in the performing arts industry.
- Draft and edit news releases, media and calendar advisories, tip sheets, talking points and other written materials as needed.



- Arrange and coordinate video and photo shoots.
- Provide status updates to the Assistant Vice President of Marketing and Brand Communications.
- Participate in department and other team meetings as appropriate to programs/events.
- Mentor and supervise support staff.
- Ensure stewardship and evaluation of all media relations activities.

QUALIFICATIONS AND REQUIREMENTS:

- Bachelor's degree in journalism, communications or related field required; minimum five years' experience in media relations.
- Extensive writing and editing experience with a variety of print and online platforms, along with a solid understanding of journalistic/newspaper writing and style.
- Highly effective communicator.
- Excellent storyteller.
- Exceptional media contacts and working relationships with local and national print, broadcast and online media.
- Demonstrates a passion for The Music Center's Vision, Mission and Values.
- Strong project management and organizational skills.
- Exceptional understanding of the dynamic media landscape.
- Committed to excellence in all work and to performing efficiently and effectively to meet deadlines.
- Team player and an effective collaborator.
- Respects colleagues.
- Understands and works well in a fast-paced environment akin to an in-house marketing and communications agency.
- Self-confident and a self-starter.
- Able to make smart decisions in a changing environment and anticipate future needs.
- Flexible and able to juggle multiple projects and changing priorities as needed.
- Understanding of the performing arts, trends in the arts and cultural programming a plus.

PLEASE NOTE: Currently, this position is working four days per week remotely and one day per week in the office except in the case of performances and events, which require on-site support. This scenario may change and is also subject to the responsibilities of the position.

VACCINATION POLICY

The Music Center requires its employees to be vaccinated against COVID-19, subject to certain exemptions as required by law. New hires working at The Music Center must be fully vaccinated no later than 60 days after hire and until they are fully vaccinated will be required to submit weekly proof of negative laboratory COVID-19 test and submit to additional masking and social distancing requirements. Please contact The Music Center's Human Resources Department for a copy of the vaccination policy.



SALARY:

Commensurate with experience. This is a full-time exempt position; compensation package includes health and welfare benefits, paid vacation and sick days, 401(k) plan with employer contribution.

HOW TO APPLY

To be fully considered for the position, please submit a cover letter, resume, and salary expectation along with two writing samples (e.g., news releases, advisories, backgrounders, fact sheets, op-eds, white papers, etc.) to Jobs@MusicCenter.org or fax (213) 972-0721. **INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED.**

EQUAL OPPORTUNITY EMPLOYER