

Ref #:



Government of the Republic of Trinidad and Tobago
**Ministry of Community Development,
Culture and the Arts**

JOB DESCRIPTION

CONTRACTUAL POSITION

JOB TITLE: PUBLIC RELATIONS/ MARKETING MANAGER

JOB SUMMARY :

The incumbent is responsible for developing, coordinating and implanting the marketing and communication plans of the National Steel Symphony Orchestra (NSSO) to meet the Orchestra's fund raising and publicity goals. He/she works closely with the Board of Directors and staff in the area of marketing, sales and promotions for the NSSO. He/she also plans and implements strategies for development and campaign leadership to leverage relationships, secures sponsorships and major gifts, and coordinates special projects in order to accomplish funding goals. He/she executes strategies to expand the NSSO's reach and appeal and develop new and existing audiences.

REPORTS TO:	Orchestra Administrative Director
SUPERVISION GIVEN TO:	N/A
KEY LIASIONS:	Music Director/ Conductor

DUTIES AND RESPONSIBILITIES

- Develop and implement marketing and communication plans.
- Plan and facilitate fund raising activities, programmes, events, campaigns, sales and promotions.
- Research, cultivate, solicit and recommend new sources of revenue and income generating opportunities
- Develop and implement new strategies to secure corporate support.
- Research, coordinate and monitor processes for the application and administration of grant related activities.
- Undertake solicitation and acknowledgement of endowment and planned-giving opportunities including compilation of comprehensive records on donors and sponsors, monitoring the fulfillment of donor and sponsor benefits and recognition.
- Maintain stakeholder and community relations including media relations
- Manage internal and external marketing communication with internal and external stakeholders, including the feature stories, website, newsletters, direct mailing, and news releases.
- Conceptualize, develop and distribute advertising and publicity material
- Any other related duties.

KNOWLEDGE, SKILLS AND ABILITIES

KNOWLEDGE:	<ul style="list-style-type: none"> • Detailed knowledge of marketing and communications • Detailed knowledge of the media mix • General knowledge of the arts, in particular, trends and strategies specific to the performing arts and event promotion • General knowledge of orchestral/symphonic music and artists. • General knowledge of a range of relevant computer technologies and applications
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> • Advanced verbal and written communication skills • Advanced social skills • Advanced organizational skills • Intermediate computer skills
MINIMUM EXPERIENCE AND TRAINING:	
<ul style="list-style-type: none"> • Bachelor of Science degree in the Social Sciences • Post-graduate training in Marketing • Considerable experience in marketing and sales including public and media relations • Considerable experience in developing and implementing creative and innovative commercially-focused campaigns that capture the public's imagination • Experience in developing marketing segmentation models and tailoring targeted campaigns • Experience in marketing and promotion of live entertainment. 	