



Kelly Strayhorn Theater
5941 Penn Avenue, Pittsburgh PA 15206
t 412.363.3000 :: f 412.363.3416
kelly-strayhorn.org

Administrative Offices
The Alloy Studios
5530 Penn Avenue, Pittsburgh PA 15206
t 412.363.3000 :: f 412.363.4320

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JOB POSTING JUNE 10, 2013

CONTACT

Catena Bergevin
Managing Director
catena@kelly-strayhorn.org

Communication and External Affairs Manager

Community Theater Project Corporation, dba "Kelly Strayhorn Theater"

- Reports to Managing Director
- Exempt/Full Time
- Monday–Friday 10 am–6 pm
- Occasional evening and weekend hours required
- The Alloy Studios, 5530 Penn Ave, Pittsburgh PA 15206

JOB DESCRIPTION

The Kelly Strayhorn Theater seeks a Communications and External Affairs Manager who is an integral part of the organizations development and marketing teams.

Primary responsibilities include managing all external communications and developing and facilitating a thriving individual donor base and corporate relations.

This position will provide support and continuity to all aspects of the organizations publicity and marketing efforts, and will ensure the ongoing viability and promotion of the Kelly Strayhorn Theater.

The Communications and External Affairs Manager will work closely with the Marketing Manager and Development Manager to identify opportunities to engage the public as well as solicit media outlets and develop campaigns for individual and corporate giving.

RESPONSIBILITIES

COMMUNICATIONS

- Develop clear, concise copy and content for press releases, website updates, print materials and social media networks ensuring a consistent message across all platforms.
- Establish and maintain ongoing relationships with key online, print, and broadcast media representatives.
- Identify and solicit media opportunities for special events, programs, individual artists, and key staff members.
- Distribute news releases and media alerts and follow-up with phone and e-mail communica-



tions as well as arrange interviews with print, television and radio media representatives.

- Identify and develop new media contacts and maintain database of local, regional, national, and international press contacts.

EXTERNAL AFFAIRS

- Work with the Executive Director to identify and develop fundraising strategies in accordance with the strategic plan.
- Organize year-end and special fundraising efforts including capital campaigns.
- Identify opportunities to foster corporate sponsorships and community business relationships as well as cultivation events.
- Develop and facilitate annual individual giving campaigns and membership opportunities.
- Manage special event corporate sponsorships for annual fundraising events and research additional opportunities for funding resources.

QUALIFICATIONS

- The Communications and External Affairs Manager requires a high level of organizational skills, confidentiality, and strong oral and written communication skills, in addition to possessing a strong sense of professionalism.
- Must have 3 to 5 years experience in copy writing, event planning and coordination, and fundraising efforts. Must be able to work within given deadlines, proven public speaking skills, and create and nurture relationships.
- Proficiency in Microsoft Office, both Mac and Windows platforms and familiarity with database systems preferred. Computer skills must include common document production applications including Excel, Word, and the willingness to learn and utilize additional applications.
- Bachelor's degree required and interest in the arts as well as strong customer service skills and ability to work independently and as part of a team.

Salary will be commensurate with experience.

Please send resume and cover letter to:

Catena Bergevin, Managing Director
catena@kelly-strayhorn.org

No phone calls please. This position is available immediately.