PLANO SYMPHONY ORCHESTRA
HÉCTOR GUZMÁN MUSIC DIRECTOR
GREGORY PATTERSON PRESIDENT & CEO
ENGAGING YOUR NORTH TEXAS COMMUNITY

POSITION DESCRIPTION:

COMMUNICATIONS MANAGER

POSITION OVERVIEW

The Communications Manager (CM) is a key member of Plano Symphony Orchestra's (PSO) team, focused on promoting events and concerts across print, digital, and social media, media relations, content development, and storytelling, in addition to supporting the box office. This position contributes to how the PSO connects with audiences, artists, partners, and the broader community by ensuring communications are strategic, compelling, and aligned with institutional priorities. The CM, with support from office administration, addresses patron and donor needs through high-quality personalized customer service to engage and enrich their experience with the PSO.

This is a full-time, exempt position with a competitive salary and benefits package. The Communications Manager will report directly to the **Director of Patron Services & Marketing** and work in collaboration with all departments to support their respective programs and projects.

This position requires some evening and weekend work, and some flexibility will be given to in-office work hours. Otherwise, duties are performed in-office 9:00-5:00 pm weekdays. No work-from-home/remote option is available for this position at this time.

The PSO maintains offices at 1635 Dorchester Drive in Plano and has programming throughout the year at a variety of venues throughout Plano and surrounding communities.

COMMUNICATIONS MANAGER

RESPONSIBILITIES

The PSO is a leading regional arts organization and holds a unique place in the cultural landscape of North Texas, providing accessible arts engagement and community enrichment through world-class musical experiences and education initiatives. The Communications Manager and all PSO employees are responsible for supporting our mission to inspire, educate, entertain, and involve our community in the enjoyment of great music.

Daily operations include:

- Manage all social media platforms and communications required to support the PSO concerts in collaboration with both the PSO's marketing agency Soloshoe Communications and the Director of Patron Services and Marketing.
- Collaborate with Soloshoe Communications on optimizing website functionality and ongoing navigation and overall site updates
- Work to ensure Tessitura integrations are optimized, creating an easy and secure purchase path for our patrons
- Directly interact with patrons, volunteers, and vendors via phone, email, and in-person.
- Sell and process subscriptions and single tickets.
- Provide customer service and support at concerts.
- Create compelling email content to drive ticket sales and donations
- Build and manage targeted lists and automations including marketing messaging and pre/post-concert communications
- Support the Development and Education departments in the creation, approval process, and distribution of targeted email campaigns.
- Create, revise, and update pages and forms within the PSO website on behalf of all PSO departments
- Optimize webpage layout and design to ensure alignment with PSO brand standards
- Be knowledgeable of all Plano Symphony programming and events, including subscription concerts, Education & Community Engagement programs, Development events, and more.
- Maintain daily communication with PSO team.
- Participate in weekly staff meetings to discuss and prioritize organizational activities.
- Other duties as assigned.

QUALIFICATIONS

- A creative and detail-oriented digital marketing professional
- Minimum of 2-3 years of digital marketing experience, with experience in email marketing, website management, and patron services
- Working knowledge of website analytics tools (e.g., Google Analytics) and campaign reporting
- Strong analytical skills with the ability to translate data into strategy and decisions

- Strong writing and storytelling skills, with copywriting experience
- Demonstrated ability to think both strategically and creatively
- Excellent customer service skills
- Ability to effectively solve donor and patron issues
- Keen attention to brand consistency across marketing materials and platforms
- Ability to adapt quickly to shifting priorities across multiple concurrent projects
- Passion for the arts and a commitment to audience engagement and community impact
- Ability to prioritize and manage multiple projects and deadlines across a variety of internal departments and external partners
- Ability to troubleshoot and solve problems independently, while initiating and driving programs as a result-oriented team player
- Proficiency in Microsoft Office Suite, including Excel, Word, PowerPoint, and Outlook

ABOUT THE PLANO SYMPHONY ORCHESTRA

The Plano Symphony Orchestra (PSO) inspires and connects diverse communities through the transformative power of music. As one of the premier orchestras in North Texas, the PSO is committed to artistic excellence, community engagement, and accessibility guided by our core values of integrity, creativity, and connection.

The mission of the Plano Symphony Orchestra is to inspire, educate, entertain, and involve the children, youth and adults of our community in the enjoyment of great music.

We believe in the transformative power of music to change lives. We will grow and nurture the audience of today and tomorrow through exciting, inclusive, innovative, and impactful music in a welcoming and engaging way. We seek to serve our community through programming and music education that reflects our diverse North Texas region.

The Plano Symphony Orchestra (PSO)—now in its 44th Season—is a 501(c)(3) non-profit organization governed by an elected Board of Directors. The PSO's current Music Director is Maestro Hector Guzman, and the CEO/President is Gregory Patterson. The PSO is currently engaged in a music director's search. The PSO is a professional orchestra with compensated artistic and management personnel and has sought to attain its high artistic standards through solid institutional planning and faithful adherence to principles of sound non-profit management. The annual budget is approximately $3 million. The PSO annually presents an eight-concert subscription series, a Family Concert Series, the School Concert Education Program, special event concerts, and over 100 education outreach appearances. For more information, please visit www.planosymphony.org.

PAY SCALE

This is a full-time, exempt position with salary and benefits.
Annual salary: Upper-40s, commensurate with experience

This position reports directly to the Director of Patron Services & Marketing with collaboration required with PSO's marketing agency Soloshoe Communications, key department directors, and the CEO/President.

HOW TO APPLY

For consideration, interested individuals should send cover letter and resume to hiring@planosymphony.org, using the subject line "CM Application."

Any questions about this position may be directed to hiring@planosymphony.org.

THE PLANO SYMPHONY ORCHESTRA IS AN EQUAL OPPORTUNITY EMPLOYER

The Plano Symphony Orchestra (PSO) is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. The PSO is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. The PSO seeks a broad spectrum of employees and is strongly committed to a diverse, inclusive, and equitable work environment. We strongly encourage Black, Indigenous, and people of color—as well as members of underrepresented groups—to apply.