



unison

Job Opening

Publicity & Marketing Manager

DESCRIPTION

[Unison Media](#), based in New York City, is a market-leading, integrated music company with a new vision of how classical music, opera and the performing arts can be promoted. Our work ranges from publicity and branding to websites, social media and digital marketing. We also run a pair of concert series ([The Crypt Sessions](#) and [The Angel's Share](#)) in a Crypt in Harlem and a Catacomb in Brooklyn, that have been featured everywhere from *The New York Times* to NPR to *Vogue*. We work with a broad range of incredible artists, ensembles and organizations, and we have a great time doing it.

Unison is expanding! We're looking to hire a **Publicity & Marketing Manager** to oversee media relations, social media, and outreach for our ongoing opera and vocal clients. This involves all elements of publicity and digital marketing, from long-term planning to pitching, to running our clients' social media channels and websites, to managing press in person at events.

To apply, please submit a brief but awesome cover letter, plus your finest resumé, to hi@unison.media.

COMPENSATION

This is a full-time position with salary and benefits commensurate with qualifications and experience.

DUTIES

- Developing long-term PR strategies and story arcs
- Pitching and coordinating media features
- Maintaining our contact lists
- Monitoring and tracking media placements
- Managing press at events
- Communicating with presenters and other publicity departments
- Generating coverage reports
- Management of client assets
- Manage and grow all aspects of internal and client social media and digital marketing
- Write copy for press releases, email blasts, social media posts and more
- Organize creation and dissemination of client assets, including photos, videos and more.
- Manage coordinator and independent contractors, recruit and oversee interns
- Help plan and execute Unison's *Crypt Sessions* and *Angel's Share* concert series

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QUALIFICATIONS

- **Education & Experience** - Bachelor's degree plus minimum five years of relevant experience. You should be wicked smart.
- **Knowledge of Classical Music and Opera Media** – You should have a solid working knowledge of the U.S. Classical Music & Opera media - print, radio and online outlets. You should know who Alex Ross is, and should have exchanged emails with him before.
- **Knowledge of Classical Music and Opera** – You should also know who Schubert is, and should not have exchanged emails with him.
- **Adaptability, and a desire to learn new skills** – We are not your granddaddy's PR firm. We incorporate a unique mix of traditional and digital media strategies and tactics that have brought us to the top of the industry in a few short years. If you want to write press releases and snail mail them out to journalists until you collapse into a shallow grave, then this isn't the place for you. We're part of the future, and as such, we pivot and adapt in the directions where we find growth. If you want a 9-5 desk job doing the thing on repeat every day until oblivion sets in...then look elsewhere, friend.
- **Resourcefulness** – Every day will present new adventures and challenges, and while you'll have plenty of support in all that you do, we want someone who can learn *how to learn*, and become ever more capable of meeting future challenges on their own. Basically you should be like the classical music MacGyver (too young for the reference? Google it.)
- **Insanely great communication skills** - It should be a giddy pleasure to interact with you. People should jump out of bed each morning with a dizzying anticipation at the thought of hearing your sweet, sweet voice.
- **You should love all forms of writing** – From Proust to press releases, you should revel in the written word like a pig in pudding.
- **Laser-like attention to detail** - You should be person who catches the little things that other people miss, especially when it comes to proofreading (did you catch the missing "the" at the start of this sentence? Good. Good for you.)
- **Hyper-efficiency** - you should get a thrill out of doing things in the quickest way possible. If you like keyboard shortcuts, you're going to do very well here
- **Borderline-obsessive organization** - Do you enjoy checking tasks off of your to do list? Does the word "workflow" perk your ears? You're in the right place.
- **Ability to multi-task** - You're going to be keeping a lot of plates spinning at the same time, and you need to be comfortable staying on top of everything and keeping several different projects in your mind all at once
- **Tech-savvy** - We're cutting-edge and you should be too, a familiarity with all things digital and media-oriented are a must, or you should at least be a quick study
- **Social Media experience** - the interwebs should fascinate you, and the power of social media should be something that inspires and energizes you (beyond just funny GIFs and cat photos)
- **A flexible schedule** - You'll need to be willing to work nights and weekends when we have concerts and events, after hours on occasion if the need should arise, and be willing to manage a crisis whenever it might occur
- **A passion for classical music and general aesthetics** - We work to bring beauty to a world that desperately needs it, so if that doesn't excite you then you're in the wrong place

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