



WAYZATA SYMPHONY ORCHESTRA

Contract, Seasonal Position

Publicity Manager

Term	1 year
Time Commitment	20 hours/month; more time expected in developing seasonal content in August & September
Tax Identification	Contractor, Seasonal
Compensation	\$4,000 stipend
Reports To	Executive Director

PURPOSE

The Publicity Manager leads WSO in the promotion of performances and events, driving targeted outreach to the WSO network of concertgoers, Wayzata Community Church parishioners, the Wayzata community, and the Twin Cities general public. This role intersects with fundraising and development, and supports growing awareness of WSO's presence and mission as a beloved community orchestra.

MAJOR ROLES & RESPONSIBILITIES

- Create concert posters, season brochures, concert programs and promotional materials in coordination
- Maintain and manage the WSO website as needed (Wordpress)
- Craft and deliver media announcements and press releases
- Manage email campaigns and send publicity emails as needed
- Monitor and respond to direct messages across social media platforms
- Monitor social media trends and apply emerging developments relevant to WSO

- Plan and execute strategic paid advertising campaigns across platforms
- Embody and consistently represent WSO's voice, brand, and identity across all communications
- Champion WSO's story and grow community awareness of the organization and its mission
- Support fundraising development efforts, including donor and sponsor communications, on an as-needed basis
- Assist in developing and growing sponsorship relationships
- Manage and oversee the photo and logo library
- Build relationships with peer orchestras and like-minded arts organizations
- Arrange paid advertising
- Collaborate with partner organizations
- Submit a Publicity Manager report for WSO Board meetings

WORKING RELATIONSHIPS

The Publicity Manager works directly with the Executive Director and maintains regular interaction with: Music Director, Treasurer, Fundraising Committee, Board President, Personnel Manager

QUALIFICATIONS

- Marketing, media, and communication expertise
- Copywriting, proofreading, and print production
- Project management and ability to work independently
- Ability to respond quickly and take initiative on emerging opportunities
- Strong storytelling instincts and ability to embody an organization's brand voice
- Familiarity with Mailchimp, WordPress, Monday.com, Google Analytics, and Meta Business Suite
- Graphic design experience is a plus
- Knowledge of orchestras or classical music preferred but not required

HOW TO APPLY

Please submit a cover letter and resume describing your interest in this position and relevant experience to: Rachel Postler rachel.postler@thewso.org

Applications will be reviewed on a rolling basis starting on June 15, 2026.