

THE SANTA FE OPERA



Media & PR Coordinator

Job description as of October 1, 2025

- **Classification:** Full-time, year-round, exempt
- **Reports to:** Director of Media & Public Relations
- **Salary:** \$52,000 - \$56,000 annually
- **Benefits include:** Low-premium medical, dental and vision insurance; short and long-term disability, life insurance and long-term care paid fully by the opera; Employee Assistance Program; immediate eligibility for payroll contributions to the opera's 403(b) retirement plan with employer match after year one (at the next plan admission date); paid vacation policy starting at 2 weeks and increasing after year one; sick and bereavement leave; 11 paid holidays throughout the year

SUMMARY, SCOPE & PURPOSE

The Santa Fe Opera Media & Public Relations Department seeks a dynamic and detail-oriented **Media & PR Coordinator** to support all aspects of the department's responsibilities, including the company's earned and owned media, press/public relations initiatives, media capture, creation and distribution and social media strategy and content. They support Community Engagement and other departments in their requests for Media & PR content, capture and/or services. This position requires strong organizational, interpersonal and writing skills, as well as the ability to work both independently and collaboratively under tight deadlines in a fast-paced, creative environment. The role also requires flexibility of hours in-season (June - August) due to evening and weekend performance/rehearsal schedules, as well as other department activities.

RESPONSIBILITIES

Press/Public Relations

- Oversee portfolio of Community Engagement activities (22 unique programs) for local, regional, national and international press coverage and PR opportunities.
- Coordinate community and industry calendar submissions.
- Support the cultivation of press and media relationships; maintain the department's database of local, regional, national and international press contacts.
- Support Director and Manager in providing corrections to members of the press.
- With support from Director and Manager, answer press queries via phone and email.
- Supervise and provide technical support during interviews as needed.
- Support the Director and Manager in the planning and execution of press cultivation events including planning, logistics, invitation lists and guest tracking/RSVP's/dietary restrictions, seating and scheduling of guest speakers, on-site event support, etc.
- Participate in the creation and proofreading of press releases, fact sheets, media alerts and other public-facing communications.
- Assist in creating and distributing press materials, including media kits and digital assets.
- Accompany photographers and videographers and visiting press while on campus when needed.
- Represent the Media & PR Department at rehearsals, performances and community events as needed.

Social Media

- Moderate the company's social media platforms during business hours, including Facebook, Instagram, Google Business, LinkedIn, TikTok, X and YouTube; coordinate evening and weekend account moderation with contractor(s).
- Participate in the curation and creation of social media assets. Support Manager with developing and executing social media strategy, including scheduling/posting content. Monitor and track strategy effectiveness.
- Lead content creation and social media strategy as it relates to Community Engagement programs.
- Actively engage in the company's social media accounts, including the creation and posting of stories.
- Interact with followers and online community with an eye toward engagement, reach and growth and positive patron relations.

Administration

- Track and monitor media coverage; work with the Director & Manager to organize all press coverage for reference and archival purposes, including all media produced by the department.
- Oversee organization of media assets, including audio, video, photography, biographical information and other media content using DAM and media archives spreadsheet.
- Update Production and Artistic Archival Databases as needed.
- Coordinate the Department's business functions including payables and receivables.
- Monitor the department's main email addresses.

QUALIFICATIONS

- Bachelor's degree in communications, journalism, public relations, marketing, arts administration, or a related field, or a minimum of 2-3 years of professional experience in media relations, public relations, or a related field, preferably within the performing arts or nonprofit sector.
- Appreciation of opera/performing/fine arts and current and emerging practices in the field.
- Strong organizational and administrative skills with the ability to prioritize tasks, meet multiple deadlines, and consistently follow through.
- Excellent writing ability, including skills in email correspondence, copywriting and editing, proofreading, and content creation with an adherence to company style.
- Ability to communicate clearly and work collaboratively with a wide range of people including press, staff, consultants, volunteers and patrons.
- Ability to analyze, compare and synthesize information, data and analytics.
- Ability and willingness to develop alternative solutions to problems.
- High level of computer literacy, interest in learning new software programs and familiarity with the following:

- Microsoft Office Suite, Tessitura, CMS's (WordPress)
- Digital editing: Photoshop, Lightroom, Canva
- Video editing software: CapCut, iMovie, Final Cut Pro, Adobe Premiere
- Ability to represent the Santa Fe Opera to critics, press representatives, the Board of Directors and the general public with a high degree of professionalism, enthusiasm and knowledge.
- Flexibility with performing a range of professional duties and responsibilities not limited to media and public relations.
- Energetic, positive, flexible and professional work style.

HOW TO APPLY

Please submit a completed Employment Application Form, your resume, and a cover letter to **media@santafeopera.org**, or by mail to:

The Santa Fe Opera, Attention: Media & PR Department
Post Office Box 2408, Santa Fe, New Mexico 87504-2408

Equity, Diversity & Inclusion

The Santa Fe Opera supports employees with its robust safety program, devotion to environmental sustainability and commitment to equity, diversity and inclusion while setting the industry standard for stagecraft.

The Santa Fe Opera has an industry-wide reputation as an excellent employer, providing rewarding opportunities amid a setting of great natural beauty. The Santa Fe Opera is an equal-opportunity employer committed to fostering an inclusive and diverse workplace. We encourage applications from qualified individuals of all backgrounds, identities and abilities.

Physical Standards

This position involves light work with lifting or moving of up to 20 pounds occasionally and the ability to provide tours, escort visitors and spend late hours in the theater. It also requires manual dexterity to operate computers and other equipment.

This job description in no way implies that these are the only duties to be performed by the employee occupying this position. The fundamental job requirements are included, and these are the essential job functions. Employees will be required to perform any other job-related duties assigned by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Questions about this position or the application process should be directed to:

Kelly Dean, Director of Human Resources at **humanresources@santafeopera.org**

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