General Description
Manages all marketing, media and public relations for the Rialto Center, its Signature Series, and its rentals.

Examples of Duties
- Writes press releases.
- Coordinates staff and artist interviews on radio, television, and in print.
- Creates and maintains good relations with the press.
- Creates the Signature Series subscription brochure, the Art and Soul newsletter, all collateral marketing and public relations brochures for the Series as well as the rental, programs booked for performances and image pieces.
- Creates advertisement schedules and concepts for all advertising at the Center, such as print, radio, television, and coordinates and/or creates those advertisements.
- Coordinates, strategizes, and supervises the creation of archival videos for the Rialto renovation history, exterior banners, interior lobby banners, and projects associated with enhancing the Rialto image in public spaces.
- Provides public relations and marketing support for sponsorships.
- Creates and maintains the photographic, print, audio and video presence of the Rialto Center and its activities.
- Supervises updates and makes improvement to the web site.
- Cultivates and engages in citywide arts activities.
- Attends evening performances.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of the arts and performing arts.
- Knowledge of other languages helpful.
- Knowledge of word processing, spreadsheets, database, and graphic arts programs.
- Knowledge of artists and their needs.
- Ability to interface with the media.
- Ability to supervise and direct the work of others.
- Ability to produce mock-ups for larger pieces, such as brochures, handbooks, and catalogs.
- Ability to operate a digital camera or 35mm camera.
- Ability to communicate effectively verbally and in writing.

Minimum GSU Hiring Standards
Bachelor's degree in a related field and two years of supervisory/managerial experience; or a combination of education and related experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.