

Director, Communications

POSITION SUMMARY: Works with Vice President to develop and implement media initiatives to enhance CMA communications and public relations strategies for CMA events, programs, and mission. Negotiates and pitches national media outlets to cover CMA events; supervises credentialing of media outlets and publicists for CMA events; supports two Managers in their responsibilities; collaborates with Vice President on printed materials including press releases, company statements, talking points, program rundowns, scripts, and more.

JOB DUTIES

- Work with Vice President in creating and developing media initiatives, campaigns, tools, and measurable goals for department to advance media coverage for CMA, CMA television specials (Awards, Music Festival, Christmas, etc.), and CMA events. Then implements initiatives.
- Coordinate interview details for CMA executives and for artists doing interviews on CMA's behalf
- Pitch national media outlets on media coverage for CMA, CMA television specials, and CMA events (including promoting the CMA Foundation and events) and travel as needed to make pitches or build contacts and media relationships
- Serve as a resource to media outlets for Country Music, guiding media to the appropriate artist or publicist to meet the needs of their stories
- Helps oversee two Managers in their duties, guiding them in all areas of their responsibility as needed, including setting up press conferences; ABC affiliate relations; pitching marketing/business media for stories on CMA's relationship with its sponsors and partners; pitching/inviting media for the CMA Songwriter Series; creation of video needs such as EPKs/VNRs, highlights reels, satellite tours, digital needs and website approvals; media logistics for CMA events; clip licensing and maintenance of video archive; aiding in the creation and production of satellite services for the ABC affiliates on the Carpet at the CMA Awards as needed.
- Build relationships and work alongside CMA partners (including ABC Television, City of Nashville, NCVG, etc.) and CMA sponsors and utilize partner resources (including ABC NewsOne, ABC.com and ABC Broadcast Publicity) to further media coverage for CMA, CMA events and CMA relationships. Travel as needed to meet with these consultants and partners
- Write and distribute press releases (includes trafficking releases for approval with other departments and outside partners), photo captions, media guidelines; talk points; media statements; maintain mailing lists; work with team to create specific mailing lists for various projects; agendas
- Supports CMA's industry initiatives via frequent contact with publicists and industry to communicate CMA agenda and receive their input on current and upcoming CMA initiatives and media outreach; serve as a resource to publicists for media contacts; keep abreast of industry issues that affect CMA; attend industry functions and events, etc.
- Collaborate with CMA Marketing, Digital, Research and Partnership departments on strategic initiatives and program execution.
- Oversee credentialing of media and publicists for CMA events and television specials, including the CMA Awards Red Carpet and backstage press room; the CMA Music

Festival; and all ancillary events. This includes frequent correspondence to verify applications and verify levels of credentialing. Negotiate and determine media outlet placement on Red Carpet. Oversee onsite media activations and artists interviews at CMA Music Festival and traffic the artists for interviews in the CMA Awards backstage press room

- Assist in the preparation of budgets for Department
- Attend Board and committee meetings as needed; assisting and/or serving as backup to VP as needed; making presentations and fielding questions as needed; inviting and hosting media to Board receptions and events; compiling reports for Board members. Travel if Board meeting is out of town
- Oversees the announcement of the annual Hall of Fame inductees. Writes program, press release and inductee mini-bios; works with inductees on details of the event; liaisons with Hall of Fame as needed
- Work closely with the social and digital teams to develop and execute strategies, and streamline messaging for CMA's digital media including Twitter, Facebook, website, etc.

KNOWLEDGE, EDUCATION AND EXPERIENCE REQUIRED:

- BA/BS Degree in Public Relations
- Established network of media and industry contacts that can be utilized
- 8-10+ years of entertainment Public Relations experience

SKILLS AND ABILITIES REQUIRED:

- Ability to maintain confidential information
- Strong writing skills
- Ability to make strong, successful pitches to media outlets
- Ability to make decisions based on the changing strategic focus
- Ability to plan, manage and execute a wide variety of events/projects
- Ability to develop ideas, exercise good judgment and make independent decisions
- Strong networking skills
- Ability to multi-task
- Effective leadership skills and digital knowledge

Please submit your resume in a Microsoft Word or PDF format to spinson@cmaworld.com.

The CMA is an Equal Opportunity Employer.