

Tuesday, August 15, 2023

Public Relations Assistant

Company: Alvin Ailey Dance Foundation
Location: New York, NY
Compensation: \$50,000

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ALVIN AILEY AMERICAN DANCE THEATER

Alvin Ailey American Dance Theater, one of the world's premier dance institutions, is seeking a motivated and personable team player to work in a fast-paced environment and support ongoing public relations initiatives. The Public Relations Assistant will contribute to the team responsible for the development, coordination, and implementation of publicity campaigns for the Ailey organization. The candidate will be responsible for monitoring media coverage, developing PR materials, special projects, press outreach, as well as support Public Relations Associate with video projects and Associate Director with department efforts for The Ailey School. The candidate will report to the Director of Public Relations, and work collaboratively with colleagues in the Public Relations, Marketing, and Development departments.

Responsibilities include, but are not limited to:

Assist department in the planning and implementation of publicity campaigns and promotional strategies, with primary responsibility for calendar listings, niche media outreach i.e.: hyperlocal and heritage specific campaigns, and special projects as assigned by the Public Relations Director and Associate Director

Manage the online press room by posting materials on all aspects of the organization in coordination with the Public Relations Associate

Coordinate regular review and updating as necessary and act as a liaison with iPR

Monitor print and online publications as well as social media to identify relevant news, mentions and industry trends.

Compile press clipping reports for internal and external distribution, archival purposes, and summaries/publicity highlights

Store designated press coverage on network, distribute and post on online press room as noted

Assemble Quote Sheet of Press Highlights Saluting the Company on annual engagements and tours

Assist in the preparation and distribution of press releases, media alerts, press kit materials, pitches, and other press correspondence

Research, compile, and organize materials highlighting the Company's new works and activities

Manage the updating of the "All About Ailey" document and other standing copy

Compile materials that leverage digital assets, including photo/video link documents

Act as AAADT Tour press liaison for assigned cities

Respond to requests for information from media outlets and tour presenters and arrange interviews

Manage department interview tracker year round

Provide general administrative support as assigned to PR Team, including managing various internal calendars, maintaining PR databases, and preparing expense reports.

Public Relations Assistant will serve as a secondary point person for:

Cision contact database management and content distribution

Skills/Qualifications

Strong sense of initiative and interpersonal, written, and verbal communication skills

Detail oriented and organized in managing multiple projects and meeting deadlines

Ability to work in fast-paced environment in a positive manner, both independently and with others

Highly competent as it relates to computer skills including proficiency in Microsoft Office, basic knowledge of Final Cut Pro X and Adobe

Photoshop is a plus, as well as a willingness to learn other information technology programs as needed

The scope of job requires attendance at evening and/or weekend activities, plus occasional travel to workshops

Experience/Education

Bachelor's degree

Experience with public relations and marketing (min. 2 years preferred)

Performing arts/dance background a plus

Salary: \$50,000 including Health/dental insurance, flexible spending account, 403(b) retirement plan, and commuter benefits

To apply for this position visit <https://www.alvinailey.org/about/job-opportunities>, locate the job and click on the apply link and upload one file (accepted formats include .doc, .docx, .txt, or .pdf) that contains the following items:

Applications will not be considered without submission of these required items:

Cover letter detailing your interest in this position.

Resume

Contact information for two professional references

No phone calls please.

Alvin Ailey Dance Foundation
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For more information:
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