

Thursday, March 23, 2017

Public Relations Associate - DF9

Company: Alvin Ailey Dance Foundation
Location: New York, NY
Compensation: Open

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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 Associate will assist in the development, coordination and implementation of a variety of publicity campaigns for the Ailey organization, working collaboratively with the team on efforts surrounding Alvin Ailey American Dance Theater, along with a particular focus of responsibility on The Ailey School and Ailey's Arts In Education & Community Programs. The candidate will report to the Director of Public Relations and work closely with members of the Public Relations, Marketing, and Development departments, as well as key staff in the areas of Arts In Education & Community Programs and The Ailey School.

Responsibilities include, but are not limited to:

- * Manage the planning and implementation of publicity campaigns and promotional strategies for Ailey's Arts In Education & Community Programs and The Ailey School, as well as special projects, as assigned
 - + Coordinate outreach related to Alvin Ailey American Dance Theater and Ailey topics relevant to children and families
 - + Update and maintain electronic press kits for The Ailey School and Ailey's Arts In Education & Community Programs
 - + Schedule and coordinate photo shoots, primarily relating to The Ailey School and Ailey's Arts In Education Programs
- * Target and maintain meaningful relationships with a broad range of media contacts involved in arts & entertainment, education, family, youth, and philanthropy coverage
- * Assist in preparations for performances and special events (i.e. invitation distribution, RSVP collection, guest list management, and media kit assembly)
 - + Create, edit and distribute press releases, media alerts, press kit materials, performance and event invitations, pitches, and other press correspondence
 - + Research, compile, and organize materials highlighting AAADT's new works and activities throughout the organization
 - + Manage the updating of AAADT's press kit (press coverage packet, quote sheet, and organizational overview)
- * Act as AAADT Tour press liaison for assigned cities
 - + Respond to requests for information from media outlets and tour presenters and arrange interviews as needed
 - + Target and coordinate press opportunities for young people as it relates to the tour, including activities related to The Ailey School and Arts In Education (residencies, workshops, auditions, etc..)
- * Compile and track media coverage for weekly press clippings reports, with assistance from P.R. Technician and interns/student workers, for internal/external distribution, archival purposes, and year-end summaries/publicity highlights
 - + Complete seasonal quote sheet documents and reports for Board, and staff meetings as necessary
- * Uses Cision database for press target research and special distributions
- * Supervise student workers and interns, and provide general administrative support, as assigned.
- * Public Relations Associate will serve as a secondary point person for:
 - + Ailey's online pressroom
 - + Recording video broadcasts
 - + Editing and repurposing digital content for media pitching and broadcast use as well as for organizational reports and special projects
 - + Maintaining the active and archival Digital Asset Management system (photo and video materials)

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, both independently and with others, in a positive manner
- * Highly competent as it relates to computer skills including proficiency in Microsoft Office, basic knowledge of Adobe Photoshop and Final Cut Pro X is a plus, as well as a willingness to learn other information technology programs as needed
- * Willingness to work flexible hours to staff Ailey performances and events in the evenings and on weekends

Experience/Education

- * Bachelor's degree
- * Experience with public relations and marketing (min. 2 years)
- * Performing arts/dance background a plus, as is a passion for arts in education and training programs for young people

To apply for this position, please upload one file (accepted formats include .doc, .docx, .txt, or .pdf) that contains the following items:

- * Cover letter detailing your interest in this position
- * Resume
- * Contact information for three professional references

To apply for this position, please use the following URL:

https://ars2.equest.com/?response_id=1020e83a01a5dd9c1badd02eb9453e1e

Alvin Ailey Dance Foundation
New York, NY
New York, NY, 10019
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For more information:
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