

Tuesday, May 9, 2017

Public Relations Technician - DF16

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 Technician will assist the team responsible for the development, coordination, and implementation of publicity campaigns for the Ailey organization. The candidate will be responsible for photography and video editing, as well as special projects and press outreach. The candidate will report to the Director of Public Relations and work closely with members of the Public Relations, Marketing, and Development departments.

Responsibilities include, but are not limited to:

- * Responsible for managing the photographic and video needs of the department and producing presentations for promotional and informational use by the organization and developing use of digital media to benefit organization
 - + Monitor Ailey schedule and evaluate activities for photo documentation
 - o Photograph or schedule photographic coverage of select performances in NYC and on tour, studio rehearsals and special events designated by the Director of Public Relations
 - + Serve as digital media resource for other departments and external contacts (press, presenters, etc.)
 - + Record television broadcasts featuring the Ailey organization as necessary
 - + Compile, edit and repurpose video and other digital content for media pitching and broadcast use as well as for organizational reports and special projects
- * Maintain the active and archival Digital Asset Management system (photo and video collateral)
 - + Provide photojournalism services and edit, tag, rename, and archive digital images so they can be easily found and used
 - + Identify, collect and store necessary audio & video files
 - + Coordinate photo shoot image selection and approval process
 - + Convert archive VHS footage to digital where necessary for editing and pitching purposes
- * Manage the creation & maintenance of online press room and act as a liaison with iPR
 - + Identify & post materials on all aspects of the organization
 - + Coordinate regular review and updating as necessary
 - + Communicate with iPR representatives often to ensure pressroom is running efficiently
- * 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 PR Manager
 - + Target and maintain productive relationships with a broad range of media contacts as above
 - + Assist PR Manager with gala and special event preparations
- * Compile press clipping reports for internal and external distribution, archival purposes, and summaries/publicity highlights
 - + Store 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, fact sheets, 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 and supervise student workers and interns
- * Public Relations Technician 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
- * Comfort with working in fast-paced environment in a positive manner, both independently and with others
- * Ability to photograph and competent as it relates to computer skills including proficiency in Microsoft Office and Final Cut Pro X, basic knowledge of 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 (2 years preferred)
- * Performing arts/dance background a plus

To apply for this position click on the apply link and 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

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

https://ars2.equest.com/?response_id=4cb9e6454b53a1a7c581fa73bd224cc7

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