

Monday, August 13, 2018

Public Relations Associate - DF42

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

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Public Relations Associate (Ailey Extension)

Alvin Ailey Dance Foundation, 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 publicity for the Ailey organization, working collaboratively with the team on campaigns for Alvin Ailey American Dance Theater, among others. Position will focus responsibility on publicizing Ailey Extension, with oversight from the Associate Director of Public Relations. Ailey Extension offers dance and fitness classes at The Ailey Studios – New York's largest building dedicated to dance – in over 25 different techniques, including Ballet, Horton, Samba, West African, Zumba, Jazz, Masala Bhangra and Hip Hop. Candidate will report to the Director of Public Relations and work closely with members of Ailey Extension and Public Relations, Marketing, and Development departments.

Responsibilities include, but are not limited to:

- * Assisting in the planning and implementation of publicity campaigns and promotional strategies, working collaboratively on efforts for Alvin Ailey American Dance Theater and special projects as assigned, along with primary responsibilities for Ailey Extension
- * Writing press releases, pitches, email news briefs and creating press kits, including regular updating of standing copy information
- * Updating and managing the press list database (Cision), editorial calendar opportunity schedule and department's organizational activity timetable
- * Monitoring the media for organizational mentions and news coverage opportunities with special attention to key broadcast, magazine, newspaper, and online outlets
- * Targeting and maintaining productive relationships with a broad range of media contacts involved in arts & entertainment, fitness, business, neighborhood and lifestyle coverage
- * Securing editorial features and news items and coordinating interviews and photo shoots
- * Providing external agencies with PR tools for the season and responding to requests from the media, tour presenters, and consultants
- * Assist in planning, preparing and coordinating press for Ailey special events, including procuring celebrity attendance
- * Helping create year end press coverage summaries and publicity highlight reports
- * Providing general administrative support as needed, including: departmental petty cash, expense reports, and invoices, as well as supervising student workers and interns

Skills/Qualifications

- * Strong written and verbal communication/presentation skills
- * Must be a team player who is able to work responsibly, independently, as well as in a collaborative environment
- * Highly organized, pays close attention to detail, meets deadlines and multitasks with ease
- * Willingness to work flexible hours for staffing of Ailey performances and Ailey Extension special events
- * Must be pro-active and able to show initiative and creative thinking to constantly promote the organization in new ways
- * Mastery of email, the internet, Microsoft Word, Excel, Adobe Acrobat and proficiency with Cision

Experience/Education

- * Bachelor's degree required
- * Experience within the Public Relations industries (minimum two years)
- * Performing arts and or dance background a plus

To apply for this position visit <https://www.alvinailey.org/about/job-opportunities> and 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 at Alvin Ailey Dance Foundation, Inc. including salary requirements
- * Resume
- * Two writing samples
- * Contact information for two references

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

https://ars2.equest.com/?response_id=5ce81a7ab542b1ffe8bca444d5b88fbc

Alvin Ailey Dance Foundation
New York, NY, 10019
555-555-5555

For more information:
NA
dontapply@viaemail.com
555-555-5555

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