

Saturday, January 5, 2019

Public Relations & Marketing Freelancer - Arts & Entertainment

Company: In The Lights PR, Inc.
Location: New York, NY

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Starting immediately

In The Lights, a boutique NYC-based PR and Marketing agency focused on performing arts, culture, entertainment, and fitness, seeks a part-time PR Freelancer position in New York City.

Applicants for the position should have 2+ years of experience, a background or keen interest in arts or fitness, and be able to show excellent writing skills and track record of solid press wins. Candidate must also have a working knowledge of social media, providing examples of campaigns a plus. The ideal candidate will have a combination of integrated marketing skills, including but not limited to: PR, social media, blog writing, marketing campaigns, understanding of SEO and a strong creative eye. In addition, the ideal candidate must possess strong entrepreneurial skills and is motivated by a desire to grow with the company.

Candidate must be detail-oriented with the ability to effectively proof their own and other's work. Candidate must be self-motivated and have strong organizational skills; excellent written and verbal communication skills; ability to multitask and prioritize; ability to work well independently and within a team in a fast-paced entrepreneurial environment. Having a creative eye and vision is also a plus.

This person will have direct contact with clients and daily account activities and participate in creative brainstorming sessions. This person will need to be a strong writer, show confidence in media relations and know how to implement social media strategies across Facebook, Twitter, Instagram, YouTube, TikTok, Linked-In and new platforms. Additional marketing tasks, such as blog and newsletter writing and tracking Google Analytics, are part of team responsibilities.

Required Technical Skills: Expert knowledge of Mac OS and MS Office, Google Drive, Mailchimp/Constant Contact and social media platforms. Candidates should also have a working knowledge of Cision.

Status: This person will work remotely but will need to be available for client meetings and weekly team sessions, including a flexible schedule to attend client events during weeknights and weekends, as needed. The first 4 months will be a freelancer position of up to 20 hours per week, after such time the position will go part-time 20-30 hours a week depending on client portfolio.

Application Process: Interested candidates must submit a cover letter with their resumes for consideration. Applications without cover letters will not be considered. Only short-listed candidates will be notified for the interview process.

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