

APOLLO

JOB TITLE: Public Relations Manager
DEPARTMENT NAME: Marketing and Communications
LOCATION: New York, NY
REPORTS TO: Senior Director, Marketing and Communications
FLSA STATUS: Exempt

Organization: The Apollo is a commissioner and presenter; catalyst for new artists, audiences, and creative workforce; and partner in the projection of the African American narrative and its role in the development of American and global culture.

Position Summary: The PR Manager is responsible for contributing to the positive image of the Apollo. Primary responsibilities include the direction and management of media relations for Apollo produced programming, education, and community events and identifying, creating, and leveraging opportunities for the Apollo through a range of media relations objectives and branded activations. This position works closely with the Senior Director of Marketing and Communications to create exciting and compelling messaging to amplify the Apollo's story.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Develop and implement long-term media relations strategies that supports Apollo's key strategic objectives, enhances brand awareness across all mediums, and elevates the Apollo brand.
- Nurture and maintain relationships with media to secure positive coverage about the Apollo, its events, executives, and initiatives.
- Work with internal PR team and external PR agency to optimize coverage within the arts and culture, lifestyle, and live entertainment media, proactively and reactively pitching compelling stories.
- Drive opportunities for thought leadership for our executive and senior leadership team, including media stories, op-eds, conference attendance, panel participation, press conferences, etc.
- Work with the marketing and programming teams to refine stories, angles, and activations.
- Work with the marketing team to refine KPI tracking and reporting.
- Manage PR calendar for interviews, releases, and other key events.
- Assist in production of special events.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, ability, and/or competency required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- B.A or B.S. degree and a minimum of three years in media relations experience at a performing arts or entertainment or media organization or company preferred, media placement experience a must or a combination of education and demonstrative experience.
- Experience creating and implementing press campaigns.
- Able to work in a fast-paced environment and keep themselves and the team on schedule.
- Detailed and organized, flexible, open to change, and able to manage evolving needs and priorities within this very fast paced live entertainment environment.
- Excellent writing and editing skills, able to develop pitches and press materials.
- A demonstrated interest in music, art, culture, and popular entertainment.
- An understanding of the Apollo's diverse audience and artists presented on its stages.
- Social and digital media savvy.

VACCINATION REQUIRED

Vaccination is required, however, the company will consider accommodations for medical and religious-based reasons.

***To apply, send cover letters, resumes to Human.Resources@apollotheater.org
Please include the job title in the email subject.***

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.