



APOLLO THEATER FOUNDATION, INC.

JOB TITLE: Public Relations Manager
DEPARTMENT NAME: Public Relations/Communications
LOCATION: New York, NY
REPORTS TO: Senior Director of Public Relations and Communications

Primary Responsibility

The PR Manager is responsible for contributing to the positive image of the Apollo Theater. Primary responsibilities include the direction and management of PR for Apollo mainstage programming, education, and community events, as well as serving as the point person for rental clients. The other primary responsibility of this position is to work with the Senior Director of Communications to identify, create and leverage opportunities for the Apollo to deliver its message through a range of media relations objectives and branded activations.

Essential Job Functions

- Develop and execute strategic press plans and tactics to promote key initiatives, leading to measurable coverage in targeted media outlets.
- Support the Sr. Director of PR with writing communications documents, including press releases, talking points, presentations, pitches, memos, and other communications materials for both external and internal audiences.
- Maintain strong relationships with key press contacts.
- Work with Sr. Director of Public Relations on activities such as crisis management, media outreach, industry conferences, and others as required.
- Work closely with the Marketing team to ideate and execute programs that are consistent with the brand and the Apollo's overall marketing strategy.
- Assist in the management of special events.
- Manage press-related photoshoots and in-Theater filming opportunities.
- Work collaboratively across the Apollo Theater, including marketing, programming, development, etc.
- Oversee PR Assistant work including PR calendar, expenses, scheduling, travel coordination, website press page media lists, and media monitoring.
- Manage media lists and media monitoring (press clips and media impressions).
- Serve as main contact for press ticketing and managing ticket allocation.
- Distribute and maintain highly organized Apollo event photography.
- During events, credential and check in members of the press.
- Serve as staff contact to media representatives.
- Show coverage for events including Education and Community initiatives, Apollo presentations and rental events (as needed).
- Coordinate with external PR teams press expectations and communicate this information with Apollo.
- Work across teams to implement marketing strategies for brand elevation in the entertainment/arts space, season, and single ticket sales as well as institutional brand enhancement.
- Interact with board public relations committee to broaden institutional recognition within targeted constituencies including press, community leaders, artists, space users, and regional opinion makers.
- Other duties as requested.

Experience:

- 2-3 years of experience in public relations and communications.

***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.