

Public Relations Manager

The Public Theater was founded in 1954 on the principles that theater is an essential cultural force and that art and culture belong to everyone. The Public is seeking a savvy, strategic, and collaborative public relations professional to join its Communications Team to amplify the stories of the theater's artists, productions, programs, and mission through innovative and skillfully planned public relations campaigns.

Reporting to the Associate Director of Public Relations, the Public Relations Manager will build and maintain relationships with key reporters across the media, develop captivating narratives and pitches for a wide array of productions and programs, collaborate closely with colleagues and artists across the organization, and support the continued development of the PR team through innovative thinking and some departmental duties.

Key Responsibilities:

- Develop and execute comprehensive public relations strategies and objectives for Public Theater productions and programs, including Free Shakespeare in the Park at The Delacorte Theater.
- Collaborate with Digital Engagement and Marketing teams to ensure process, strategy, and messaging alignment across all communications touchpoints.

Specific Tasks Include:

- Draft and distribute compelling pitches and press releases to garner press coverage in local and national press across mediums.
- Coordinate and staff interviews, including off-sites, and track press coverage for productions and programs.
- Draft talking points, memos, and other materials as needed to help prepare spokespeople for interviews and for external stakeholders.
- Support execution of press nights, special events, rehearsal and production photo calls, and video shoots.
- Build and maintain relationships with key journalists and support institutional media relations strategy.
- Serve as primary liaison with executive leadership, alumni, celebrities, and key stakeholders for opening nights and special events.
- Manage awards season process with artists and voters and coordinate details for nominee receptions and awards ceremonies.
- Consult on Playbill production with Publications Coordinator.
- Arrange journalists' tickets with the Box Office and distribute to contacts.
- Support departmental budget process and perform additional duties as assigned, alongside PR Associate.

Required Competencies:

- 3-5 years of experience working in public or media relations in theater or culture sector is required
- Outstanding verbal and written communication skills
- Understanding of anti-racism principles and practices coupled with dedication to furthering how public relations and communications can contribute to this work
- Well organized, detail-oriented, and able to prioritize and manage multiple projects under pressure, in a fast-paced environment
- Level-headed problem solver with a professional, service-oriented attitude
- Must be available for some evening and weekend work for press-facing events
- Strong social skills with experience building and maintaining respectful external relationships
- Understanding of the intersections between the digital landscape and strategic public relations and AP style

Application Instructions:

Please send a cover letter, resume, and salary expectations to jobs@publictheater.org with "Public Relations Manager" in the subject line.

Hiring Process:

Every applicant's resume will be seen by The Public's Human Resources team. After reviewing all applications fully, select applications will move forward with a brief screening interview. The Associate Director of PR will then conduct the

first round of interviews, which will occur on a rolling basis and will be conducted over the phone or Zoom, starting in June. The Associate Director of PR will recommend applicants for secondary interviews with the Director of Institutional Communications and members of the PR Team. An offer is expected to be made in July, however the position will remain open until successfully filled.

Benefits & Perks:

The Public Theater offers a robust slate of benefits, which currently include:

- A range of excellent health, dental, and vision insurance options
- Employee Assistance Program and Work-Life Services
- Flexible paid time off
- One paid “day of service” each year
- 10 weeks of paid family leave
- Commuter benefits for parking and transit
- Flexible spending accounts for healthcare
- Pension
- 403(b) Retirement Savings Plan
- Life and disability coverage
- Discounted gym memberships
- Free and discounted theater tickets, as theaters safely reopen in NYC

The Public is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

This is an Exempt position, according to the Fair Labor Standards Act. Position is available immediately.