



425 Lafayette Street  
New York, NY 10003

## Public Relations Manager (Temporary)

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 in 2022 to amplify the stories of the theater's artists, productions, programs, and mission through innovative and skillfully planned public relations campaigns.

Reporting to the Director of Public Relations, the Temporary 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. This is a temporary position to cover parental leave from January-December 2022.

### 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.
- Arrange journalists' tickets with the Box Office and distribute them to contacts.
- Support departmental budget process and perform additional duties as assigned, alongside Associate PR Manager.

### 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

**Salary Range:**

\$60,000-70,000. Please send a cover letter, resume, and salary expectations to [jobs@publictheater.org](mailto:jobs@publictheater.org) with “Public Relations Manager” in the subject line.

**COVID-19 and Vaccination Policy:**

- As a condition of employment, The Public will require all who report to work on-site (either at The Public Theater or any other workspace or performing location) to receive the COVID-19 vaccine.

**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 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 January. The Director of PR will recommend applicants for a brief strategy exercise and then secondary interviews with the Senior Director of Communications and members of the PR Team. An offer is expected to be made in January, however the position will remain open until successfully filled.

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**Commitment:**

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.