



425 Lafayette Street
New York, NY 10003

Public Relations Manager

The Public Theater is seeking a savvy, strategic, and collaborative public relations professional to join its Communications team to amplify the organization's productions, programs, and mission through skillfully planned and executed 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 with colleagues across the organization to ensure alignment, and support the continued development of the PR team through innovative thinking and some departmental duties.

Responsibilities:

- Develop comprehensive public relations strategies and objectives for Public Theater productions and programs.
- Collaborate with Digital Engagement and Marketing teams to ensure process, strategy, and messaging alignment across all communications touchpoints.
- 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 fellow PR Manager and the PR Associate.

Qualifications:

- 3+ years of experience working in public or media relations in theater or the arts
- Outstanding communication skills, both verbal and written
- 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 and confidence interacting externally with press via phone, email, and face to face
- Understanding of the intersections between the digital landscape and strategic public relations and AP style
- Commitment and dedication to work on Equity, Diversity and Inclusion (EDI) and furthering how public relations and communications can contribute to this work

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.

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