

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2011**

**ARTIST SERIES PUBLICIST**

**FLSA STATUS: NON-EXEMPT – PAY GRADE: 12 - C**

**GENERAL STATEMENT OF JOB**

The Artist Series Publicist collaborates with the Sales and Marketing Manager on the execution of public relations strategy for each show in the season to meet the Artist Series publicity and sales goals, and to implement and maintain strategies that cultivate media relationships.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Write and prepare press releases for all Artist Series events and special events as requested. Create and follow a press schedule to disseminate press releases, photos, and media alerts for each show.

Work with each press agent to develop appropriate story ideas and news alerts for each show and secure approvals for creative material prior to contact with press.

Write, post and update the Artist Series social media sites including blog, Facebook and Twitter, and etc.

Write newsletter copy and coordinate the newsletter publication with Graphic Designer.

Provide copy for updating Artist Series ticket purchasing website and maintain the Artist Series press website for media access to downloadable press photos.

Arrange, schedule and accompany actors/representatives and coordinate interviews between local print, electronic from productions to local TB/Radio/Print media interviews for in-town press. Arrange for transportation when required.

Present show information live on air or on camera as needed for TV/Radio.

Conduct interviews and write stories for Artist Series publications and college events as assigned.

Schedule cameras from local news stations to shoot footage of shows at the theater for in-town press hits. Escort them into the pre-approved location in the theater and be aware of each show's contracted rules for press.

Organize and conduct press events for specific shows as required including sending invitations to press when warranted, manage RSVP's, and greet press personally at "Press Night at the Show."

Develop relationships with local press, anchors, assignment editors, and freelance writers. Maintain and update press contacts database.

Keep current on news and information on Broadway theater shows and touring companies.

Send a list of show press schedules for interviews and in-town press weekly to the Artist Series marketing manager and executive director.

Collect and save all press clippings in appropriate files and send reaps when necessary to all press agents.

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Provide assistance as “event manager on duty” and “will call” duties as assigned at the theater during the run of the shows.

Provide assistance in preparing press expenses for marketing summary statements for all event marketing closeouts.

Edits or proofs marketing communication pieces as requested.

Provide support to marketing manager and other Artist Series departments as required.

Assist staff in supporting the volunteer program of the Artist Series as assigned.

Assist appropriate staff with special projects and special events as may be required.

Assist in coordinating dates, times and locations of all activities and functions, setup and tear down of booths, and including the arranging of special workshops, local artists classes, Master Classes, backstage tours, or meet and greets as may be applicable.

Assist in coordinating groups of volunteers who serve as supplemental staff and teaching assistants as may be applicable.

Assist in working with sponsors for in-kind services

Work collaboratively with all college employees at each campus/center.

Perform related duties as required.

### **SUPERVISION RECEIVED**

Supervision is received from the Marketing Communications Manager.

### **SUPERVISION EXERCISED**

Employee may act in lead capacity of supervise assigned staff.

### **MINIMUM QUALIFICATIONS**

A high school diploma or high school equivalency degree supplemented by at least two (2) years of experience in administrative support functions.

### **PREFERRED QUALIFICATIONS**

A bachelor's degree in Public Relations or related field from an accredited college or university; supplemented by three (3) years of public relations experience.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or

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minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods of time at a keyboard.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving instructions, assignments and/or directions.

**Language Ability:** Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with staff, students, co-workers and supervisors. Must be able to communicate professionally, efficiently and effectively using public relations and marketing language.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to utilize high school algebra and descriptive statistics.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Requires the ability to handle a variety of office machines, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Requires the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

**Physical Communication:** Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions.