

FILM iNDEPENDENT

Title: Seasonal Publicity Coordinator, Film Independent Spirit Awards
Reports to: Director of Marketing

Job Description:

The Coordinator works under the Director of Marketing and closely with Spirit Awards Production, Sponsorship and Marketing departments, and alongside the company's external PR company, Ginsberg Libby, to generate publicity for the Film Independent Spirit Awards.

Duties:

- Conducts press outreach to various online, broadcast and radio outlets.
- Attends and participates in weekly PR & Marketing team meetings.
- Conducts research as directed and prepares reports for publicity campaigns
- Follows-up on press inquiries and other correspondence with external partners
- Researches media outlets.
- Develops pitching angles on projects
- Assists with media check in, publicist check in, talent liaising, photographer handling.
- Liaises with Film Independent's photography agency for coverage at all Spirit Awards events.
- Oversees interns & volunteers.
- Compiles media lists, researches new outlets
- Tracks media coverage and archives press clippings
- Prepares event info sheets creates press and talent look books of talent and press attending Spirit Awards events.
- Creates post-event photo labels and organizes materials for archives.
- Drafts and facilitates edits internally and externally on press releases.
- Culls press breaks and highlight key press mentions, including PDF-shareables to push out for advance press for all pre- and active press post-event elements
- Supports wrap process in providing links, key coverage and impressions numbers, post-event
- Other duties, as assigned.

Requirements + Competencies:

- Three years experience in film publicity and special events experience a must.
- Hard-working team player with initiative who can work with minimal supervision.
- Strong organizational skills.
- Keen attention to detail required
- Effective communication skills.
- Experience with large scale public events preferred.
- Experience with Macs and Microsoft Suite.
- Ability to write copy for press releases, media alerts and other publicity related needs. Writing samples will be requested.
- Ability to juggle multiple deadlines and priorities with limited resources is a must.
- Ability to work under stress with difficult personalities while maintaining a positive problem-solving attitude.
- Ability to work well with other team members, all personalities at various levels.
- Reliable transportation.
- Knowledge and appreciation for independent film/television a plus.

Please reply with cover letter and resume to: jobs@filmindependent.org