



## Public Relations Manager Job Description

Now celebrating its 30<sup>th</sup> Anniversary Season, the Center for Puppetry Arts is in search of a Public Relations Manager to help coordinate media and public relations. The position requires skills in copy writing, proofreading, public speaking, and forming successful relationships directly with the media.

- Reporting directly to the Marketing Director, the Public Relations Manager assists in the development and implementation of a yearly PR plan for each Center activity. The PR Manager is responsible for writing copy for all promotional materials.
- Create and distribute all press releases, fact sheets and media alerts
- Create and maintain general press materials, such as Center backgrounder, staff bios, schedule of events, etc.
- Develop and pitch story ideas, and follow up with appropriate media
- Maintain pressroom on Center website, keeping it up to date with current releases, photos, etc.
- Respond to and log media inquiries
- Manage and maintain press list
- Clip press mentions of the Center in various publications, and determine value
- Generate public relations report for each program, based on current ad values
- Proofread all materials
- Assist Marketing Director with on-going communications strategies
- Assist with miscellaneous duties throughout the Center as needed

The candidate should have at least 2-3 years experience in PR with a non-profit arts organization; a degree in PR, marketing, or related discipline; and possess excellent communication skills. Full-time position with benefits.

The PR Manager will be expected to work regular hours during the week with some evening and weekend hours as necessary. He/she will function as part of a close-knit team of professionals as well as work independently with minimal supervision as necessary. A conscientious attitude and pride in doing quality work are essential. A sense of humor is advantageous.

Review of applications will begin immediately and continue until the position is filled. Send resume, including salary history and requirements, to [karenramps@puppet.org](mailto:karenramps@puppet.org) or fax to 404.881.5163. No phone calls, please.

The Center is an equal opportunity employer. The Center for Puppetry Arts is the nation's leading arts organization dedicated to puppetry and is located in the Midtown area of Atlanta. The Center is home to two performance spaces, a museum, and leading education programs through its on-site and distance learning programs. More information on the Center is available at [www.puppet.org](http://www.puppet.org).