

Public Relations Coordinator

Job Location
St. Thomas, USVI

Description

The Public Relations Coordinator is responsible for developing and implementing the festival's public relations and communication strategies in collaboration with the Public Relations Director. This role involves promoting the festival to various stakeholders, managing media relationships, and enhancing the festival's public image.

Date posted
December 3, 2023

Responsibilities

Develop and maintain relationships with local and regional media outlets, including newspapers, television, radio, and online platforms.

Create and distribute press releases, media kits, and other materials to generate media coverage.

Respond to media inquiries and arrange interviews with festival organizers, filmmakers, and other key personnel.

Manage and update the festival's social media accounts, website, and other online platforms.

Monitor online conversations and respond to comments and messages in a professional and timely manner.

Promote the festival to local schools and universities, encouraging participation and attendance.

Attend community events and networking functions to raise awareness about the festival.

Collaborate with the Public Relations Director, and marketing and media team to develop marketing materials such as flyers, posters, and promotional videos.

Coordinate advertising campaigns, both online and offline, to drive ticket sales and filmmaker participation

Prepare crisis communication plans in case of any negative publicity or unforeseen issues.

Act as the point of contact for addressing any public relations crises that may arise during the festival.

Monitor the effectiveness of PR and communication efforts and provide regular reports on key performance metrics.

Analyze feedback and data to make improvements and adjustments to PR strategies.

Qualifications

Strong communication and writing skills.

Experience in PR, media relations, or event promotion.

Proficiency in using social media platforms and other communication tools.

Ability to work in a fast-paced, high-pressure environment.

Creativity and a passion for film and the arts is a plus