

# ArtPrize Job Description

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**Position Title:** Communications Assistant                      **Department:** Communications  
**Reports To:** Senior Communications Manager                      **Salary:** \$15/hour

## General Purpose:

The ArtPrize Communications Assistant plays an invaluable role on our seasonal team, interfacing with media representatives, responding to requests for information and assets, preparing spokespeople for interviews, managing social media strategy and implementation, as well as creating and deploying content through blog and email marketing platforms, and more.

## Hours:

This is a seasonal position for the Project 1 by ArtPrize season only. Please make note of the dates and hours below:

- May 28-31: 20 hours (training / onboarding)
- June 3-October 13: 40 hours / week
- October 14-27: 20 hours / week

## Schedule:

- Off-Season (June 10-August 31): Monday-Friday, with some flexibility, but primarily daytime business hours.
- Go-Time (September 3-October 27): Tuesday-Saturday. Evening work will be required, and some overtime may be required.

## Essential Job Functions: Deliverables, Accountabilities and Networks

### DELIVERABLES

#### PUBLIC RELATIONS

- Create content for the Project 1 blog and e-newsletter
- Respond to information and digital content requests from media
- Coordinate media interviews for Project 1 spokespeople
- Draft press release and media advisories
- Manage local media on-site at Project 1-sanctioned events
- Facilitate relationship with national PR firm
- Assist with planning and execution of national media tour
- Track Project 1 earned media

#### SOCIAL MEDIA

- Execute the Project 1 social media strategy, optimizing content to fit each social platform
- Manage the Project 1 social media editorial calendar
- Oversee sponsor and exhibitions social media activations – including the development of social media campaigns and proposals
- Attend events to capture and share live content
- Track and act on social media analytics and industry best practices
- Monitor and moderate user generated content – share when appropriate
- Capture and edit photos for social media content as needed

#### GENERAL

- Provide editorial assistance to the Project 1 team as needed, for projects including but not limited to Event Guide and Exhibitions Catalogue

## Minimum Job Requirements:

### EDUCATION

- Some post-secondary studies required, preferably in Communications, Journalism, Marketing or Public Relations

### EXPERIENCE

- Background in communications and/or public relations; news, broadcasting and print media, and/or marketing, advertising and creative services

# ArtPrize Job Description continued

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- REQUIRED SKILLS**
- Experience writing press releases and communicating with media representatives
  - Experience managing brand social media accounts
  - Understanding of both organic and paid social media growth tactics
  - Extremely organized
  - Self-starter/motivated
  - Well-written
  - Able to work flexible hours, including occasional evenings and weekends
  - Flexible, creative and persistent in their approach to work
  - Able to manage uncertainty, rapid change, ambiguity, surprises and a less-defined work environment – all with a positive attitude
  - Basic photography and photo editing skills
- PREFERRED SKILLS**
- Proven record of successful media relations
  - Understanding of contemporary art trends and media
  - Standing relationships with relevant media outlets
  - Expert with Adobe Creative Suite
  - Advanced photography skills
- PHYSICAL REQUIREMENTS**
- Able to sit or stand for long periods of time
  - Can lift up to 25 pounds

## **Limitations and Disclaimer**

ArtPrize is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.