

twosheps that pass...

a marketing and consulting company

SENIOR PUBLICIST

Boutique entertainment PR and marketing firm based in TriBeCa is seeking senior publicist/team leader. Candidate must be highly motivated, results oriented, pro-active, a strong manager, tenacious and a great communicator who possess the ability to think outside the box. The ideal candidate should be very social, possess strong relationships with all forms of media including digital, print and broadcast and come with a deep database of contacts and relationships in the entertainment PR field. Must have a minimum of at least 5-7 years of full time experience.

The right candidate will have a proven track record of securing press coverage in multiple disciplines. We work with a variety of clients that include everything from rising and established musicians to start-ups, non-profits and apps. The position will encompass all aspects of account work such as: drafting media materials, building media relationships, brainstorming pitch angles and securing coverage for local, regional and national press campaigns. Excellent written and verbal communications skills are crucial, as is deep knowledge of and passion for pop culture. Creativity, teamwork and dedication must define your work style.

Core Responsibilities:

- Cultivating and maintaining excellent working relationships with media & maintain updated data base of press contacts
- Writing press materials, including press releases, bios, media pitches, media alerts and other related material
- Developing messaging, talking points, Q&As, statements, press releases/media alerts
- Serving as daily contact with media and clients
- Feature story strategizing and pitching
- Brainstorming creative ideas and strategic planning for client initiatives
- Processing and scheduling interview requests in a timely manner
- Planning and attending events & coordinating press attendance including: photo shoots, press junkets, signings, concerts, and other related industry events
- Working collaboratively with the marketing, sales, digital, licensing, radio and production departments of client's team to generate broadcast, print and online coverage
- Leading and developing direct reports
- Attending and leading client meetings
- Actively seeking out new business
- Generating weekly internal and biweekly client reports and event recaps
- Delegating assignments to and managing a team of 5-7 people

Qualifications and Skills:

- Must have existing media relationships and contacts at top-tier media local, regional and national publications, blogs & broadcast outlets
- Ideal candidate will have at 5-7 years of public relations experience within music and

entertainment and/or lifestyle media

- Must have PR agency, record label or related experience
- Bachelor's degree (minimum) from four year university or college. Marketing, communications, public relations or English concentrations preferred
- Proven track record of securing media stories on all platforms in local and national media
- Successful candidate is an enthusiastic, creative self-starter who can work on multiple projects simultaneously and independently
- Must work well in a team environment and has history of positively managing a team of 5-7 members
- Thrives in a fast paced working environment and be able to multitask effectively with a consistent track record of meeting deadlines
- Must have exceptional written and verbal communication skills as well as excellent grammatical and proof reading skills with a strong attention to detail in everything you do
- Must have excellent organizational and research skills
- Must be able to create and execute strategies for the company's and our client's social media campaigns
- Complete knowledge of Cision, Word, Excel and Office (and basic Photoshop skills)
- Must have a strong desire to succeed in entertainment/music publicity
- Interest in participating in a wide variety of PR campaigns (music, charities, film, brands, etc)
- Professional demeanor
- Tech savvy
- Proficient with using the net and social media channels as research tools
- Must possess an understanding for product launches and the strategy required
- Creative thinker with a collaborative and flexible approach
- Ability to exercise good judgment, social courtesies and common sense
- Positive, energetic and enthusiastic attitude is a must

Additional Information:

Full time position with health and dental insurance.

Please submit to info@twoshepthatpass.com:

Cover letter (**Make your personality shine**)

Resume

Salary requirements

3 writing samples (press release, pitch, bio),
and 3 recent press clips

No phone calls please.

Company Description:

Dubbed a “nontraditional marketing/consulting company” by Billboard Magazine, Two Sheps That Pass... began as a music marketing firm with the goal of using non-traditional strategies to promote artists. Since our inception in 1999, our ability to formulate innovative marketing and public relation strategies, combined with our creativity and out-of-the box thinking, has enabled us to spread our wings across multiple industries.

Our clients now not only include both Grammy award-winning and indie musicians, but also photographers, restaurants, wealth management firms, best-selling authors, human rights organizations, Off-Broadway productions, and more. Our strengths include increasing brand awareness by generating mutually beneficial partnership opportunities, executing refreshing, innovative public relations campaigns, and creating unique grassroots opportunities. Some examples of successes include placement of our client's music as the theme song to the first season of NBC's *The Biggest Loser*; editorial features on/in *The New York Times*, *The New Yorker*, *The Huffington Post*, *Billboard*, *CMJ*, among others; creating interview opportunities on NPR, PRI, NY1, BetterTV, FOX News, and countless regional radio and TV outlets; securing "New and Noteworthy" features on iTunes, Spotify, and Amazon genre pages; conceiving a co-branded partnership with Bally Total Fitness for a dance compilation; aligning a client's tour with Intercontinental Hotel Group's boutique chain Hotel Indigo; developing charitable music download campaigns for the Food Bank for NYC and Susan G. Komen for the Cure; having clients' works displayed in museums and galleries; and developing and marketing an international celebrity's collectible doll line.