



Publicity Coordinator Job Description

The Publicity Coordinator position provides entry-level support for multiple account teams and assists with day-to-day client asset management (photo, file organization; media coverage reporting; press release formatting; list maintenance; paste-up and Critical Mention video clip cutting and filing). The position requires a unique combination of creativity and practicality with a can-do approach to varied and ever-changing tasks. A detail-oriented, inquisitive and cooperative self-starter with strong communication, prioritization, multitasking and time management skills is likely to be a good fit for this position.

The coordinator position aids in building, implementing, managing and reporting effective communication programs for clients while supporting publicity staff and client management, touring and label teams. Key duties and responsibilities are as follows, and others may be assigned based on company and client needs:

Key Duties and Responsibilities:

- Monitoring, tracking and reporting editorial and social media coverage for multiple clients – Monthly reports due at the end of each month for circulation on the first business day of the next month. Weekly reports the week leading into and after album launches and/or significant client announcements. TV appearances clipped and routed to teams in real time.
- Finding and flagging story opportunities for clients utilizing Cision and existing editorial calendars while monitoring media and suggesting opportunities to client teams.
- Updating media lists for accuracy, including journalists and bloggers for outreach as well as editorial and TV booking staff invite/mailer/distro lists.
- Gift mailings/execution following client appearances or bookings.
- Writing and proofreading materials.
- Coordinating and executing client content distribution to media using Haulix, digital file sharing and physical mailers or in-town deliveries.
- Uploading, editing, and scheduling press releases using MailChimp.
- Engagement with company internship program including intern tasks.
- Flagging content to company website developer and coordinating needed updates re: client materials for download or access.
- Coordinating company and client meetings and preparing necessary research, notes and follow-up communications.
- Actively organizing client and company digital files.

Development Goals and Opportunities:

- Delivering consistently accurate work on or before deadlines.
- Regularly seeking new challenges.
- Appropriately responding to constructive feedback from EBM or artist teams.
- Actively seeking guidance from experienced team members.
- Engaging with media and influencers during meetings and events to develop long-lasting and productive relationships.
- Proactively recognizing and anticipating needs of client teams to assist with company workflow.

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