

Artsbridge



VOLUNTEER OPPORTUNITY

PUBLIC RELATIONS COORDINATOR

Artsbridge seeks a public relations coordinator to assist the board in promoting its exhibitions, and community and member events, through the writing of news releases and their distribution to newspapers, online media outlets, and in social media.

Responsibilities:

Write creative and effective press releases that will attract audiences to the monthly Artsbridge Distinguished Artists Series.

Working with the Program Director, who provides basic information about the speaker, the coordinator researches the speaker's background—culling information from Web sites and edits biographical material to write a creative and engaging press release. Send the press release to newspapers for print production, and to online media outlets. Deliver the PR and images to the Artsbridge newsletter creator and share with board members for posting on their social media sites.

Promote members' exhibitions, juried exhibitions and "Close-Line" Art Sale.

Throughout the year, Artsbridge hosts a number of art exhibitions and sales, for which press, and social media coverage is needed. The PR coordinator writes effective press releases for these events, and post news to social media sites.

Work with and deliver press releases to Artsbridge Webmaster, along with images and other marketing material for posting on the Artsbridge Web site.

Respond to requests from the board for publicity for special events.

Maintain and expand press and media contact list.

Qualifications:

- Proven background in communications, journalism, advertising or marketing.
- Excellent writing ability: The candidate will be able to write creative, finely-tuned, and accessible press releases that will attract the attention of editors and the community.
- Internet, word processing and basic photo-editing skills—to provide quality images for newsprint reproduction—are required.
- Have familiarity with online marketing tools and social media.

Contact:

Gary D. Fournier, President if interested at: 551-208-5119 or email gary@artsbridge.com or gdfou109@comcast.net or
Sue Ann Rainey, Vice President srainey@yahoo.com