



Publicity Coordinator

JOB DURATION: October 11, 2021 to March 4, 2022

JOB OVERVIEW: The Screen Actors Guild Awards (SAG Awards) is seeking a self-driven, detail-oriented, motivated Publicity Coordinator for the 28th Annual Screen Actors Guild Awards season. This Publicity Coordinator will play an integral role in the day to day operations of the SAG Awards PR team, and work cross-functionally with SAG Awards Awards, Talent, Digital, and Production teams to develop, implement, and optimize integrated PR strategies and workflows. This is an excellent opportunity to gain experience in Public Relations, Social Media, Marketing, Awards, and Production.

This is a hybrid position with regular on-site meetings required and flexibility to work remotely.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Create, maintain, track and update detailed PR department master calendar with deadlines for written materials, photos, digital and social media activations, meetings and pre-show media activities
- Organize and schedule meetings on behalf of the PR team
- Generate agendas, take and distribute detailed notes and action notes for PR and marketing meetings
- Screen phone calls and direct to appropriate team members, with efficiency and tact
- Monitor "Publicity" email account and redirect to appropriate staff when necessary
- Draft or generate PR response to media or publicists commentary or queries
- Maintain/update nominees, recipients and presenter databases including nominee histories
- Compile post-show feedback from media, publicists and PR team
- Liaise with other departments within SAG Awards and SAG-AFTRA, as well as outside companies including network partners, sponsors, vendors and more
- Assist the Awards PR team in developing pitching angles, securing and shaping media coverage
- Convey SAG Awards key messaging to media, publicists and talent
- Assist the Awards PR team, Network PR team and Agency PR team in researching outlets requesting media or publicist database inclusion and/or credentials
- Identify and develop relationships with outlets and publicists new to the PR department
- Maintain and update media and publicist databases on Mailchimp
- Actively contribute to PR strategy sessions
- Help organize the logistics for media opportunities including interviews, set visits, behind-the-scenes events, live shots and photo shoots including, but not limited to
 - Interview, photo shoot and event scheduling, venue, timing, transportation

- Determine if special props, signage or equipment are required and making arrangements for them
- Coordinate sponsor and vendor participation in behind-the-scenes events and show day

ESSENTIAL PREREQUISITES:

- 1 to 3 years' experience with a production company, studio, network, entertainment PR agency or entertainment news outlet, preferably assisting a busy executive. Intern experience applicable
- Must be extremely organized and detailed oriented; able to prioritize conflicting needs; handle matters proactively; and follow-through on projects to successful completion, often with deadline pressures
- Succinct communicator with supreme accuracy in written communications and fact checking
- Experience in obtaining coverage in major media outlets, both mainstream and specialized media
- Working knowledge of entertainment media and publicists
- Working knowledge current and past film and television projects and players preferred
- Must be a flexible team player with a sound work ethic and desire to meet greater challenges and responsibilities
- Able to work efficiently and independently in both remote and open office environment
- Able to ask for direction when needed
- Able to work under multiple managers and to ask for direction when needed
- Proficient in using MS Word, Excel, and Google Docs/Sheets, preferably on a Mac
- Knowledge of Cision PR Software, MailChimp and AP Style preferred
- Must be able to maintain confidentiality.

TO APPLY:

Email a resume and cover letter to Publicity@sagawards.org