



## **Press/Publicity Assistant Emma Holland PR (EHPR)**

The Press/Publicity Assistant role is for an organised individual, with a passion for theatre, arts and culture supporting a small and busy press team. We offer the flexibility to work from home apart from when you will need to attend in-person meetings, photocalls, press junkets, press events and press nights.

### **About us**

Created in 2011, Emma Holland has combined her contacts, experience and expertise to establish **Emma Holland PR** as a leading specialised boutique press agency for theatre in London and across the UK. Emma and her team manage the publicity for a wide variety of productions, from leading West End musicals and drama, to circus, burlesque and children's theatre.

### **Responsibilities**

- Assisting, and at times leading, on PR campaigns and development - helping to brainstorm and devise PR campaigns for each production, then taking responsibility for specific pitches within the campaign
- Managing administration connected with running accounts including maintenance of campaign documents, updates and reports
- Proof reading and fact checking coverage for accuracy before sending to clients
- Specific management for tour production PR and liaising with press officers at regional venues
- Creating and managing press lists
- Conduct research to support PR planning for each individual campaigns
- Sending press releases where appropriate and resizing and distributing press images
- Helping to book in and organise press tickets for press nights and other performances
- Providing briefing notes to talent, clients and media as required



- Distribution of press cuttings to clients, and tune ins ahead of radio/TV interviews
- Pitching to journalists and following up with press materials as required
- Dealing with day-to-day requests for press information
- Seasonal highlight pitching
- Maintaining EHPR's Website and multiple social media platforms

## **Knowledge, Skills, Experience**

### **Essential**

- Passionate about theatre, arts and culture and interested in media and Public Relations with ideally at least one year of experience in the field.
- Have sound administrative skills, excellent organisation and time management
- Have a positive attitude in their approach to all tasks and a willingness to learn.
- Showing initiative at all times, and can adapt quickly and easily when required
- An excellent communicator, verbally and in writing with impeccable attention to detail
- An ability to multi-task and is confident working across multiple projects with urgent deadlines
- Flexible approach to work with ability to attend evening and occasional weekend events as required
- Experience in social media use, mainly Instagram, Twitter and Facebook
- Preferable but not essential, experience using Microsoft Office, Mailchimp, and confident with MAC computers.

### **Flexible Office Working**

- EHPR offers flexible working. We work mainly from home and the hours are 9.30am – 6.00pm, with an hour lunchbreak.
- Potentially bi-monthly days in London where the team will work together.

**For more information and to send a CV and covering letter please email:**

**[didi@emmahollandpr.com](mailto:didi@emmahollandpr.com)**

**Salary level based on experience.**

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