Content Publicist - Los Angeles, CA

POSITION: Content Publicist
LOCATION: Los Angeles, CA
JOB TYPE: Full Time / Temp to Perm

The Lede Company, a full-service public relations firm specializing in talent publicity, content publicity, strategic communications, and brand PR, is looking for a Content Publicist in Los Angeles -- working with our newly formed Content team on campaigns for films, series, and podcasts. The Content Publicist will work closely with the Head of Content and two Project Leads on day-to-day client projects. An integral part of the team, they will help develop strategic plans, pitch media, and liaise with clients to execute media offers and client requests. The Content Publicist will be responsible for multitasking on several clients simultaneously in a fast-paced, deadline-oriented environment.

We are seeking enthusiastic candidates who are self-starters, driven, and have strong communication and writing skills. The Content Publicist reports to the Head of Content and two Project Leads.

ROLES & RESPONSIBILITIES

- Assist with writing and editing internal and external materials such as press releases, pitches, corporate memos, etc.

- Distribute press releases and assist with media outreach; familiarity with Cision, MuckRack, Constant Contact

- Consistently pitch and secure media coverage on behalf of clients on a local, regional, and national level--and occasionally on an international level

- Work directly with clients and senior staff, and lead client communications, as appropriate

- Maintain strong and positive relationships with clients as well as entertainment trade and consumer media and staying abreast of media turnover and emerging outlets

- Help develop compelling story angles and draft compelling narratives on behalf of clients and their content projects

- Review client itineraries, agendas, recap reports and media clips and work with support staff to ensure timely delivery of these communications to clients

- Coordinate details for client press events, press junkets, screenings, photos shoots, festivals and premieres including travel and grooming

- Cover events, screenings, press interviews as needed

- Stay current with dynamic media environment (new websites, publications, tv shows, podcasts)

- Conduct research to support client planning and strategy

- Keep abreast of film festivals and entertainment industry events/summits and the media coverage that surrounds them

- Work on various accounts simultaneously, multitasking with several deadlines

- Achieve exceptional outcomes for clients with evolving priorities

REQUIREMENTS

- 2-4 years experience working at a PR agency, film distributor, tv network, streamer or other entertainment company

- Bachelor's Degree

- Strong proficiency in Microsoft Office, including Outlook, Excel, Word, and PowerPoint as well as Google Workspace and DropBox as well as working knowledge of social media

- Highly organized with a meticulous attention to detail

- Exceptional interpersonal, networking, organizational, verbal, and written communications skills

- Proactive self-starter with the ability to handle multiple projects simultaneously in a high-pressure, fast-paced environment

- Fast learner and Reliable: meets deadlines, prioritizes well, and has a high sense of urgency and ability to anticipate needs

- Strong writing and proofreading skills

- Professional, confident and mature demeanor; understands discretion

- Strong interest in all aspects of the entertainment industry

ABOUT THE LEDE COMPANY

The Lede Company is a full-service public relations firm, specializing in entertainment. With dedicated Talent, Strategic Communications, Brand and Content divisions, we work to deliver brand strategy and measurable media results for a wide variety of clients. Our business centers on our expertise, relationships, and resources, all of which enable us to not just meet client expectations but exceed them. With a broad understanding of the new public relations landscape, The Lede Company utilizes its deep media and talent relationships in order to fully grasp TODAY'S CULTURE, and ultimately generate results.

LEDE

THE LEDE COMPANY