

PACE

Pace Gallery has a unique opportunity for a versatile and passionate **Public Relations Associate** to join our Communications & Public Relations team. As a member of Pace's dynamic and creative PR and Marketing team, the Public Relations Associate is responsible for supporting the Public Relations Manager in the development and execution of the gallery's global communications campaign. While the PR Associate will focus largely on material development and media engagement aimed to raise awareness for Pace's program and artists' activity in the U.S., this person will also collaborate with our Europe and Asia teams as well as our external PR agency to advance Pace Gallery's holistic brand and vision globally.

Responsibilities

- Support the Public Relations Manager in shaping and implementing an integrated communications campaign for Pace Gallery in the U.S. and internationally, through close collaboration with our PR agency and communications teams around the world.
- Work closely with PR and Marketing team members, as well as Pace Gallery dealers and artists, to develop compelling press materials, including press releases, project backgrounders, press e-newsletters, and media alerts; and maintain accurate and updated PR assets, including images and caption sheets, checklists, and artist biographies.
- Develop creative story ideas and strategic pitches to secure priority news placements for Pace Gallery exhibitions, artists, and leadership that supports the goals and key messages of Pace's communications campaign.
- Work closely with the media to secure and facilitate press coverage – including timely responses to media requests, fact-checking, arranging interviews, and developing interview briefing documents.
- Maintain and update the gallery's list of press contacts for consistent media outreach and material distribution.
- Maintain and develop positive relationships with press contacts and leverage those relationships to benefit Pace Gallery visibility.
- Work closely with our events team to support media engagement and coverage of Pace's special events, as well as attendance to press events including previews and briefings.
- Consistently track and report Pace Gallery coverage to gallery staff and other stakeholders.
- Work closely with Pace Gallery's Research and Archives department to ensure comprehensive and accurate clipping and archiving of all news coverage of Pace Gallery artists.
- Maintain a strong awareness of the latest news and emerging trends in the field of arts and culture and actively participate in the art world.

Qualifications

- BA Degree in Art History, Communications or related field.
- Minimum of 2 - 3 years of Public Relations or related experience within the arts (not including internships).
- Proven success in dealing with media and securing media coverage.
- In-depth knowledge of modern and contemporary artists and demonstrated passion and interest in the arts.
- Excellent writing skills and highly professional verbal communication.
- Excellent interpersonal, organizational and project management skills with strong attention to detail.
- Must be able to multi-task and prioritize effectively to meet required deadlines.
- Ability to both work collaboratively and coordinate within a team, while also maintaining a proactive and solution-oriented approach to individual responsibilities.
- Ability to interact effectively with and gain the confidence of senior management.
- Must be receptive to feedback, able to take direction and incorporate feedback into future work product.

- Strong computer skills including Microsoft Word, Excel, Outlook.
- Experience with database management and media tracking (particularly Meltwater and Salesforce) is a plus.
- Experience with MailChimp is a plus.

This position is based at our New York office with a Monday through Friday schedule.

In addition to a dynamic and progressive work environment, Pace offers a competitive benefits package, including medical, dental and vision insurance, retirement plans with a company match, flexible spending accounts, and commuter benefits. We encourage a healthy work/life balance and offer a generous vacation policy.

To apply for this position please submit a cover letter and resume to jobs@pacegallery.com, with '**Public Relations Associate**,' in the subject line.

Pace is proud to be an equal opportunity employer and will consider all qualified applicants regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, Veteran status, or any other legally protected status.

Position posted on: November 17, 2017.