

## **PR Lead**

### **Position**

Public Relations Lead – Responsible for overall public relations strategy and executing local and national media outreach to promote the festival.

Service is without remuneration except for administrative support, travel, and accommodation costs in relation to duties.

### **Qualification**

All festival contractors and directors shall meet the following qualifications:

- (a) must be at least 18 years old
- (b) bachelor's degree or above
- (c) minimum 3 years' festival/event experience
- (d) strong written and verbal communication and interpersonal skills
- (e) personal qualities of integrity, credibility, and passion for the organization's cause

### **Duties**

- Work with Marketing and Content in creating press releases and other press communications
- Build solid PR Database for the festival
- Be active and consistent in reaching out to local and national media for promotion of the festival
- Organize ticket requests and event invitations for press
- Track and respond to screener requests, as well as to requests for other PR materials
- Assist in identifying and tracking media opportunities for print, online, and broadcast
- Maintain calendar of filmmaker and talent interviews
- Write Press releases and maintain press calendar
- Track, compile, and record press and media
- Assist with website copywriting, proofing, and updating as needed
- Facilitate internal and external communications; and all Festival marketing, communications and public relations activities and materials including publications, media relations.
- Responsible for editorial direction, design, production and distribution of all Festival publications.
- Coordinate the appearance of CSAFF print and electronic materials such as letterhead, use of logo, brochures, etc.
- Collaborate with other Marketing avenues and maintain consistency and branding