



Public Relations and Marketing Position

Feb 2023 – June 30, 2023

One of the world's most prestigious dance events, the USA International Ballet Competition (USA IBC), is a two-week "Olympic-style" competition where tomorrow's ballet stars vie for gold, silver and bronze medals, cash awards and scholarships. Designated as the official USA Competition by a Joint Resolution of Congress, the USA IBC is held every four years, in the tradition of sister competitions in Varna, Bulgaria; Helsinki, Finland; and Moscow, Russia. Be a part of this exciting event, as we prepare for the 12th USA IBC! The dates are June 10 -24, 2023.

Job duties include, but are not limited to:

- Develop and maintain a PR plan expands the awareness of the USA IBC locally, nationally, and internationally
- Work closely with 3rd party media buyer to understand the current and past reach and target audiences to administer all areas of public relations, promotion, and advertising.
- Maintain website content
- Create and manage social media campaigns
- Management of collateral needed marketing materials working closely with in-house graphic designer
- Work with interns during the competition to gather social media content and distribute updates to hometown papers of the competitors
- Seek local, national, and international PR opportunities to increase awareness of USA IBC through feature coverage
- Maintain relationships with local, national, and international Media
- Development and distribution of press releases and press events
- Maintain media list
- Create and maintain media kit materials
- Arrange appearances for Executive Director
- Write speeches and talking points for USA IBC leadership and staff where needed
- Manage PR and Marketing Intern(s) and advertising salesperson
- Manage website, social media networks, and e-publication program
- Manage 3rd party relationships with media buyer, printers, photographers, videographers, and others as needed
- Plan and set-up competition media operations center, work with volunteer coordinator to man the center, and serve as primary contact with chairperson
- Assist in gathering needed materials for economic impact study of the USA IBC XII

Education and Skills:

- A Bachelor's degree in Marketing, Communications, Public Relations, or a related field
- A minimum of five years experience creating and managing public relations and/or marketing campaigns
- Excellent oral and written communication skills with spokesperson experience and the proven ability to produce well-crafted copy and press releases
- Ability to work effectively and efficiently within a team environment, to work in diverse and changing environments and to work independently
- Ability to manage, prioritize and complete multiple complex projects and meet deadlines with attention to detail and organization
- Excellent organization skills
- Excellent skills using Microsoft Office products (Office 365), WordPress, all social media platforms, and Adobe Creative Suite

To apply:

- Send cover letter, resume, 3 professional references, and 2 short writing samples to mnicholas@usaibc.com