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PR MANAGER, AMERICAS

New York

The Public Relations Manager will contribute to all communications and media relations activities at one of the world's most prestigious art and luxury businesses. Based in New York and reporting to the Head of PR and Corporate Communications, Americas, this role will develop and execute public relations programs as Phillips management continually drives its mission, vision, and strategy for growth. The candidate will contribute to the full range of communications activities relating to a variety of areas, including media outreach strategies, planning and delivering press campaigns for activities across the business, and helping to fulfil incoming media requests. Phillips values a workforce with a wide variety of experiences, backgrounds and skills, so we encourage you to apply even if you do not meet all of the qualifications.

Duties and Responsibilities

• Plan, pitch, execute and track creative press campaigns across the company's various departments, including Modern & Contemporary Art, Editions, Design, Photographs, Jewels and Watches, along with select Exhibitions and Dropshop.

• Work closely with the Head of PR and Corporate Communications, Americas, and the global communications team to develop and implement effective and comprehensive media relations strategies that promote auctions, exhibitions, and initiatives, and achieve business goals.

• Write and distribute content including press releases, media alerts, media pitches, and other communications. materials to targeted media outlets for auctions, exhibitions, partnerships, and corporate communications.

• Build and maintain relationships with journalists, reporters, and media professionals in the arts and culture sector and beyond.

• Field incoming inquiries from journalists for information on Phillips' events, interview requests, etc.

• Work with external PR consultants to support Phillips' communications strategy.

• Work cross-functionally across internal groups including the marketing, finance, and operations teams to ensure alignment when coordinating projects.

• Initiate market research on arts, luxury, and all other relevant publications, recommending new channels for press campaigns.

• Work with the International PR team to assist with internal communications in support of the company's vision, mission, brand and strategy.

• Provide administrative support, including maintaining the contacts database, managing corporate subscriptions, and working with the international team to collate press clippings.

• Plan and deliver media events, photo calls, filming, and photography.

• Monitor and analyze media coverage and communications strategy performance and provide reports where necessary. Draft and send regular company-wide press coverage updates.

• Build relationships and partner with staff across the company to build communication capacity and develop and embed effective communications strategies that support business goals.

Professional Skills and Experience

• Bachelor's degree, required.

• 5-6 years of professional experience in public relations. Experience in art-related, design or luxury PR is a must, with a track record of leading press campaigns and securing coverage.

• Strong writing skills required.

• Computer literate and proficient in Microsoft Office Software (Excel, Outlook, Word and PowerPoint), required.

Personal Attributes

• Exceptional verbal and written communication and outstanding interpersonal skills.

• Ability to communicate in a professional manner with a wide variety of people including written and verbal communication.

• Entrepreneurial spirit that thrives in a changing, fast-paced, high-performing world-class organization.

• Excellent time management skills with the ability to work under pressure and prioritize to meet strict deadlines while maintaining meticulous attention to detail.

• Ability to work individually on own initiative and as part of a team, professionally and collaboratively with all other areas within the business.

• Ability to handle confidential information discreetly and responsibly.

• Ability to learn Phillips' internal programs, systems, and software.

Working Conditions

· Hybrid role, with approximately 3 days per week in the office. (This will increase during peak times of the sale and corporate calendar.)

· Ability to work evenings and weekends, as necessary.

Additional Info

· The salary range for this position is $70,000-80,000.

To apply please visit:https://phillipsauctioneers.bamboohr.com/careers/564. Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position.