

Job Description

Job Title: PR assistant

Department: Media/PR

ARTROOMS: Held over 4 days, 'ARTROOMS' Fair fills an entire floor of the The Church Palace with over 100 international up-and-coming artists who will exhibit their talent to leading buyers, agents & journalists, all for free

Job Summary:

ARTROOMS is seeking an enthusiastic and committed individual to assist with all aspects of the delivery of our PR and communication activity.

The purpose of the job is to positively promote the visibility, awareness and reputation of the ARTROOMS fair through proactive and reactive media relations and general public relations activity.

Location: The Church Palace Hotel, Via Aurelia - 481, 00165 Roma RM, Italy

Hours: 8 hours per day (10 am - 6 pm)

Salary: This is a full time internship position. Travel and food costs are not covered.

Internship period: From 11th March to the 25th March 2019.

Job Vacancies: 1 position

To Apply: Please email us at production@art-rooms.org and attach your current CV (if available).

Application closing date: **1st March 2019**



Key Responsibilities:

- Liaise with and answer enquiries from media, individuals and other organisations
- Plan, develop and implement PR strategies for events and activities in order to generate positive media coverage
- Work with the rest of the team to deliver national and international PR campaigns, working with external PR agencies where appropriate
- Organise events including press conferences and photo opportunities
- Brief spokespeople and ambassadors to deliver effective media interviews
- Work closely with the rest of the team to identify relevant case studies
- Work alongside the rest of the team to generate stories and relevant copy for a range of materials including the annual review, website and newsletters
- Work with the rest of the team to manage the website, social media, and other digital channels
- Build and maintain relationships with useful media contacts
- Monitor and evaluate media coverage using the cuttings service to provide relevant management information
- Other such duties as may be required which fall within the purpose of the post

Skills / Experience

- Experience as a Public Relations Officer or Press Officer (Ideal)
- Experience of running PR campaigns at either regional or national level
- Experience of using digital and social media to deliver PR objectives
- Strong writer with excellent all-round communication skills
- Strong relationship-building skills
- Strong organisational skills

Our ideal candidates will also:

- Represent ARTROOMS in a professional manner at all times.
- Show an appreciation for the visual arts
- Demonstrate strong communication and interpersonal skills
- Have good organization skills
- Comply with ARTROOMS health & safety requirements and be aware of and adhere to current ARTROOMS policies and procedures.
- Perform any other duty as required by the line manager in line with the post.
- Have a self starter attitude and the ability to take ownership of projects up to completion



At the end of the internship we will evaluate your performance and will consider you for a position on the following ARTROOMS fair.

Upon request from the intern, the organisation can issue an internship performance certificate for their use at the end of the internship.

Tips

- **Be Informed.** Look through our website before you get to the art fair and visit pages like our exhibitor list. Learn as much as you can about the art fair, especially the layout, since once you represent the fair, people will come to you for information!
- **Be Flexible.** It's a huge help to us when interns are patient and understand that we may need them to do a different task than they'd originally been assigned. That being said, we'll do our best to keep you happy.

