



viennacontemporary

**Public Relations Manager
Freelance**

part time to full time in July and October negotiable
full time in August and September
start date July

Context

The 6th edition of viennacontemporary, Austria's largest international art fair, will take place from 24–27 September 2020. VC Artevents GmbH, the operating company of international art fair viennacontemporary, is looking for a PR Manager. The candidate is passionate about contemporary art and has an understanding of how the art world operates. Our clients are Austrian and international galleries, as well as art institutions. Our focus lies on Central and Eastern European contemporary art. Together with the international and dynamic team of viennacontemporary you contribute to the success of the fair.

Main responsibilities

- plan publicity strategies, campaigns and PR activities
- create monthly Newsletter (content & send out)
- develop and manage Social Media strategy
- manage Social Media Assistant
- coordinate work with local PR agency
- invite international journalists and book travel prior to the fair (media partners, journalists etc.)
- track media coverage (press clippings)
- undertake relevant market research (Analytics)
- create press folder and organize press conference
- deal with incoming press requests (media partners, journalists etc.)
- onsite management at the fair (journalists, photographers, etc.)
- follow up on press coverage post fair

Core competencies & key skills

- proven experience as Public Relations Manager or similar PR role
- sound knowledge of contemporary art & culture as well as industry trends
- proven project management experience including organisation and management of large scale events

- Excellent customer care skills
- Excellent organizational skills: ability to prioritise and plan effectively
- Excellent communication skills both orally and in writing
- Excellent interpersonal skills & ability to teamwork
- Good IT skills, ideally with a track record in Design (Adobe Creative Suite) as well as knowledge of Mailchimp
- Presentation skills
- Knowledge of the following channels: facebook, Instagram, LinkedIn
- Language skills: fluent in written and spoken German and English
- Network of contacts to journalists in the industry of arts & culture

Please send your CV and a short motivation statement including your possible start date to office@viennacontemporary.at by July 12th. Many thanks.

Minimum salary: 2.500€ for full time