



Press Release Writer

Appalachian Theatre of the High Country, a non-profit, 501c3 organization

Position Status:	Contract
Compensation:	\$25-35 per accepted release
Benefits:	N/A
Reports to:	Executive Director

The Appalachian Theatre of the High Country (ATHC), a non-profit, independent, historic theatre venue located in downtown Boone, NC, is seeking a press release writer, or pool of writers, to create press release material to promote ATHC films and live events. Materials include news articles, event announcements and media advisories. This role will generate releases and submit them to the ATHC Executive Director for distribution to media outlets.

Candidate should understand public relations practices and demonstrate the ability to convey intended messaging to the media and our target audience. Excellent written communication skills and research abilities to acquire the necessary knowledge of each artist, film or event are required. An interest in advancing the performing arts and embracing the Appalachian Theatre's mission and values is preferred.

Responsibilities:

- Writing target-audience-oriented media and press release materials
- Adapting language, style, and tone to target audience
- Research film, event or artist represented in the article or release
- Acquire the information to write convincing releases about ATHC events including artist quotes (as appropriate and available)
- Review upcoming ATHC event calendar
- Review and act upon new release requests
- Review emails and request contact information or resources when needed
- Monitor the publication of written articles to ensure the process is error-free

Minimum Qualifications (Knowledge, Skills, and Abilities):

- Excellent written communication skills
- Mastery of AP style
- Strong editing and proofreading skills
- Knowledge of Public Relations practices
- Proficient with Microsoft Office suite (Outlook, Word) or Google suite
- Pursuit of a Bachelor's degree in Communications, English, Journalism, or similar area of study, preferred.

Application Procedure:

Interested applicants should submit a resume and a press release writing sample in PDF format via email to ATHC Executive Director: slivesay@apptheatre.org. No phone calls or visits, please.