



JOB VACANCY

Senior Publicist (New York)

About WMA

Since launch in 2013, WMA has rapidly grown to become one of the top digital creative agencies working globally in the music and entertainment industry and now employs over 40 people across London, New York and LA. Its award-winning team has worked with some of the most exciting talent and brands in the music and entertainment space. The WMA client roster includes brands spanning various sectors such as Universal Music, Sony Music, Warner Music, STA, Disney, Viber, Interscope, VEVO, Bacardi, L'Oréal and Adidas.

Current US clients: Interscope Records, Republic Records, Disney/Hollywood Records, RCA Records, AWAL/Kobalt, Fort William Management, Red Light Management, VEVO.

Selected US artists: Feist, Ariana and the Rose, Jesse Hale Moore, Tiësto, Bleachers, BØRNS, Ellie Goulding, Jacob Banks, ZZ Ward.

The Role

An incredible opportunity exists for an enthusiastic and motivated Senior Publicist to join our fast-growing NYC team, reporting into the Director of Publicity (London).

The right candidate will be a strong writer with a proven track record of running successful PR campaigns. WMA work with a variety of clients that include major/indie label signed talent and several entertainment brands. The position is charged with developing and executing best in class PR campaigns for WMA's clients and will include all aspects of account management.

KEY RESPONSIBILITIES

- Driving innovative PR campaigns to position talent, brands and WMA as industry leaders, especially in the digital space.
- Building and maintaining strong media relationships with national and regional online publications/platforms across the US in all major markets.
- Writing new business proposals and being involved in all aspects of the agency's new business strategies including driving new business conversations and working towards set new business targets.
- Working closely with the other services within WMA to offer a bespoke streamlined service and amplify activity.
- Weekly reporting

SKILLSET

- Great relationship building skills
- Genuine interest and active knowledge of digital marketing and communication
- Excellent communication skills - verbal and written

- Ability to participate in a wide variety of PR campaigns (music, entertainment, tech etc)
- Highly creative
- Can take on and solve problems
- Highly organised with a strong attention to detail
- Enjoyment of multi-tasking in a fast-pace, high-pressure work environment
- Enthusiastic, passionate team player

EDUCATION & EXPERIENCE:

- Proven experience in Music PR
- Previous experience in entertainment and/or consumer brands
- Great contacts within the music / entertainment industry, throughout online, print & TV
- Relationships with blogs, grassroots platforms, influencers and playlist owners / users

WHO WILL YOU BE WORKING WITH?

- Publicity team (UK)
- Clients - brands, talent, labels, talent management
- Media
- Other teams at WMA - Strategy, Creative, Partnerships & Digital Channel Management

Start Date

TBC

Salary

Competitive. Dependent on experience.

Contact

Website: wma.agency

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