



## **Publicist**

VICE started in 1994 as a newsprint monthly in Montreal and is now a global youth media company that includes print, events, music, online, television, and feature film divisions that operates in over 30 countries. VICE is the industry leader in original video for the web. With dozens of original series franchises across all content categories, VICE publishes about 60 minutes of new video content every day. For further information and additional background, please visit [www.vice.com](http://www.vice.com).

## **OVERVIEW**

VICE Media is seeking a publicist. The publicist will be responsible for producing a high volume of stories in key entertainment, fashion, music and tech outlets, as well as maintaining relationships with leading industry reporters. The publicist will be working closely with brand clients, and will run strategy on large campaigns.

## **ROLES AND RESPONSIBILITIES**

- Secure coverage publicizing VICE's video content, brand partnerships, talent, articles, and events
- Work closely with brand clients to produce press plans and report on progress
- Produce communications materials, including press releases, media pitches, brand announcements, etc., as well as follow-up reports
- Develop and maintain relationships with key reporters
- Coordinate campaigns between the communications and marketing departments

## **QUALIFICATIONS**

- Bachelor of Arts degree is required, preferably in Marketing, Communications or Journalism.
- 3+ years of experience dealing with leading entertainment, fashion, tech outlets, preferably in a media, entertainment, or other similar work environment
- Experience working with leading brands as clients and running strategy on campaigns required
- Extensive media contacts in both print and online, with contacts in trade, news, advertising and tech.
- Knowledge of Keynote and other presentation platforms
- Strong interpersonal skills and ability to multi-task in a fast-paced environment
- Knowledge of the VICE brand and its properties is essential.
- Excellent written and verbal communication skills
- Experience with Macintosh computer programs

## **COMPENSATION**

VICE offers a comprehensive benefits and compensation package that is commensurate



with experience and abilities.

**HOW TO APPLY**

Send a detailed PDF version of your cover letter and resume with salary requirements by email to [vicecareers@vice.com](mailto:vicecareers@vice.com). Reference "**Publicist**" in the subject line. Only resume in PDF format will be considered.

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