



# allied moxy

Publicist (Full-Time)  
Los Angeles

## **About Allied Moxy**

Launched in early 2012 as a division of Allied Integrated Marketing (AIM), MOXY specializes in developing and executing innovative campaigns that integrate publicity, promotions, digital and grassroots outreach to speak directly to the full diversity of African-American consumers on behalf of leading entertainment and brand clients. Moxy specializes in establishing connections with AA consumers through their passion points - whether it be entertainment, sports, music, fashion or technology. We offer the heavyweight expertise and strength of Allied's national, regional and local expertise, which gives us the ability to craft dynamic, targeted cross-cultural marketing campaigns that engage consumers and ultimately drive results for our clients.

## **Position Summary: Publicist, African American Marketing**

This position will help create and oversee execution of strategic national publicity campaigns as part of a quickly growing African American marketing division. In partnership with a cross-functional team that includes marketing /promotions and digital, the publicist will be responsible for driving the day-to-day on several entertainment and film-related projects. The ideal candidate is an innovative leader and motivated self-starter who is creative, able to manage multiple projects simultaneously and can do so effectively in a fast-paced environment. Must work well in an integrated team setting and have impeccable communication skills. Additionally, candidate must be able to manage multiple team members and liaise confidently with clients and senior agency executives.

## **Essential Responsibilities include:**

### **Client Service**

- Drive day-to-day communication with clients on behalf of the national publicity efforts and ensures that all reporting is accurate and delivered to the client as agreed upon by the campaign
- Analyze client goals strategically, creatively and present findings
- Demonstrate superior writing and editing skills for client materials and plans

### **Publicity specific roles**

- Lead the development of publicity campaigns and strategies as directed by the director and SVP; including strategic proposal development
- Oversee outreach and results-driven execution for entertainment campaigns including:
  - National and online publicity (trailer placements, general mentions, strategic feature story placements, trend stories, talent bookings, etc.)
  - Junkets/premieres/PA Tours
- Oversee the development and management of a cross-practice master publicity list including:

- General national AA press (print, radio, TV) DVD media list
- Specialty press (gamers)
- Influencers
- Digital Publicity contacts
- Talent wranglers
- Develop online community engagement/influencer recommendations and plans to integrate into film and brand campaigns
- Anticipate PR challenges and proactively provide recommended plan of action to move publicity campaigns forward
- Provide PR strategy for special events and create unique tactics to build buzz with media
- Conduct outreach to secure dynamic, multi-platform press and media partnerships on behalf of clients

### **Leadership and New Business**

- Effectively manage, coach and supervise interns/trainees, coordinators and junior staffers
- Participate in the development of new business pitches including business research and proposal development; actively participates in brainstorming and strategy sessions

### **Financial Planning and Management**

- Manage campaign budget as it relates to publicity including handling vendor negotiations and ensuring timely payment

### **Basic Qualifications**

- Minimum of 5-7 years in entertainment marketing, film publicity or similar, relevant experience
- Experience in a leadership role overseeing junior staff
- Proven success at developing and executing marketing plans
- Strong written and verbal communication skills
- Some travel may be required

Submit your resume and cover letter to Camila Crews at [moxypublicist@gmail.com](mailto:moxypublicist@gmail.com)