



MartinGray PR, LLC

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PUBLICIST

Responsibilities

- Pitch stories to the media outlets
- Draft media relations materials to include pitch letters, press releases, abstracts, profiles, and press kit materials
- Work with client on tactical/logistics issues (travel, press schedules, etc.)
- Accompany clients to red carpet events, photo shoots, promo shoots as needed
- Monitor media outlets for coverage of client news and create/maintain coverage grids
- Service background information to media on behalf of client
- Proof and edit client related documents as needed
- Provide guidance to team assistant and interns
- Ensure that team assistant's media coverage report is correct before it is routed to client