



POSITION

Publicist

COMPANY OVERVIEW

Headquartered in Franklin, Tennessee, Naxos of America is the leading independent classical music distributor in the U.S. and Canada. Specializing in state-of-the-art distribution and marketing and promotion, Naxos of America distributes nearly 65,000 SKUs to traditional brick and mortar retail, as well as offering a comprehensive suite of services tailored to consumer direct fulfillment. Naxos of America is also one of the world's largest digital distributors of independent classical music and video, supplying a catalog of over 2.1 million tracks and 65,000 album discs to hundreds of digital platforms and mobile outlets across the globe. Naxos of America offers marketing, publicity, physical and digital e-commerce services, licensing opportunities, streaming services, sales support and customer service for all new releases and active catalog titles of Naxos Records and over 700 distributed labels.

JOB DESCRIPTION

The PR team at Naxos of America is seeking an energetic and creative Publicist to help spread the word about our recordings and projects!

The Publicist will report directly to the Director of Marketing & PR, from whom they will take general direction and strategy. The Publicist will be responsible for the day-to-day publicity work undertaken by Naxos of America including all PR mailings, e-blasts, as well as working directly with key artists, artist managers and publicists.

Our ideal candidate has a strong knowledge of the classical music genre, experience in PR, and a desire to create new ways of promoting classical music using all available media and platforms.

Key Responsibilities:

- Coordinate all PR mailings, e-blasts, B2B downloads and physical mailings.
- Pitch key Naxos of America stories and releases to all media
- Provide PR pitching and follow up on Marquee titles
- Work with key promotional partners in promoting marquee titles and priority projects.
- Provide PR for key Naxos product lines including Naxos, Naxos-owned labels, Grand Piano and Naxos Audiobooks
- Provide PR background information about upcoming key releases and artists to help Marquee title selection.
- Maintain and develop PR and media contact lists
- Help identify and build relationships with key promotional partners.
- Work collaboratively with social media department to ensure we are securing useful content and reviews.
- Participate in international PR calls.

Naxos of America, Inc.

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Qualifications:

- 1-2 years experience working in PR
- Excellent writing and communication skills
- Creativity and attention to detail
- Self-starter with a willingness to learn, ability to take direction and follow through with tasks.
- Must be able to work independently.
- Experience working with MailChimp as well as media databases.
- Bachelor's degree in music business, business, marketing or music preferred
- Good knowledge of classical music required

We offer a great benefits package, including a 401K match, and a competitive salary commensurate with experience. We have an excellent team, and are regarded within our industry as the leader in classical music sales & distribution.

Contact us with a resume and cover letter describing what makes you **most** qualified to the Naxos of America team at: careers@naxosusa.com and be sure to learn a little more about us at <http://naxosusa.com/who-we-are>