



PUBLIC RELATIONS SPECIALIST

JOB DESCRIPTION

REPORTS TO: CHIEF COMMUNICATIONS OFFICER

AUGUST 2016

I. BASIC FUNCTION OR PURPOSE OF THE POSITION:

The Public Relations Specialist will be responsible for shaping and refining the League's voice and brand by developing, writing and editing League-generated content that will be disseminated via diverse communications channels. The public relations manager/specialist will also coordinate and implement the League's public relations strategy with a focus on securing public appearances, opinion editorials and blog contributions for our executive team members, and supporting the president and CEO's outreach activity including updating social media networks, coordinating public appearances/presentations, drafting talking points and presentations and publishing the Councilor Connection e-newsletter and content briefs. This position will provide production support to the Outreach team and administrative support to the Chief Communications Officer.

II. ESSENTIAL FUNCTIONS:

➤ Writer, Editor and Publisher

- Researches, writes, edits and publishes stories for League publications that are inspirational, educational, and accurate and drive traffic to our website, resulting in an informed audience moved to learn more, protect redwoods, and engage with or donate to the League (SaveTheRedwoods.org, DiscoverRedwoods.org, Redwood Magazine, Giant Thoughts blog, the League's annual report, "sales sheets" and calendar)
- Works with Chief Communications Officer to develop and execute the League's content marketing program
- Proofreads and edits copy decks, articles, stories and other presentation materials for staff, board and council
- Works with program staff to identify stories and potential story leads for outreach to re-purpose for cultivation and engagement

➤ Executive Communications

- Develop, write and publish content that positions the president and CEO as a thought leader in the redwoods conservation arena resulting in stories placed in traditional and nontraditional media, picked up by reporters and bloggers, and shared with supporters via social channels
- Works with the Chief Communications Officer to update the President and CEO's social media accounts and blog, to disseminate the CEO's messages and build a platform of online followers i.e. Instagram, Facebook, Twitter etc.

- Works with the Chief Communications Officer to identify and secure opportunities for external engagements and manage the President and CEO's public appearance schedule to ensure the greatest possible impact and exposure
 - Works with Chief Communications Officer and CEO to create talking points and presentations for the president and CEO's public appearances and speaking engagements
 - Proposes and drafts content, coordinates editorial process, manages and reports on analytics, and distributes the President and CEO's Councilor Connection e-newsletter
 - Creates content briefs that inform the President and CEO about news, events and trends relevant to the League's work and the conservation field
 - Works with Chief Communications Officer to build and fortify the President and CEO's redwood conservation leadership with key stakeholders, including partners, elected officials and the media
- **League History**
- Manages the League's ongoing cataloging project with the Bancroft Library to ensure our history is preserved and shared with all those interested
 - Interviews, researches, curates, updates, develops, writes and edits current and historical League content across multiple departments including program, outreach and development, for all communications vehicles such as website, newsletters, social media networks, media, photo galleries, videos, blogs, etc.
- **Discover Redwoods Program**
- Manages and coordinates partner communications for all promotions including securing partnerships, coordinating partners' outreach efforts, and providing updates, content, FAQs and other helpful materials for the event e.g. Free State Parks Day
 - Works with travel partners to encourage visits to our 92 redwood parks
 - Acts as the dedicated League point person for people who inquire about travel to the redwoods
- **Production Support**
- Provides production support to the Outreach team including note taking, scheduling meetings and interviews, coordinating and disseminating our organization-wide editorial calendar, arranging photo and video shoots, preparing and coordinating media events, preparing outreach contracts and database management
- **Performs other duties as assigned by Chief Communications Officer.**

III. QUALIFICATIONS:

- 4+ years of experience
- Bachelor's degree in communications, marketing, English, journalism, or equivalent experience
- Superior written and interpersonal communications skills are a must
- Thoroughness and attention to detail to ensure quality, accuracy, and consistency of written work are essential
- Excellent organizational skills and ability to work in a fast-paced, deadline-driven environment and adapt to frequent changes or unexpected events in regards to project work

- Successful experience coordinating multiple assignments, managing own time/workload and following through on commitments within expected timeframes
- Ability to learn quickly, take initiative and work independently as well as in a team-based setting, and exercise sound judgment and discretion
- Skilled in print or web based technologies (Wordpress, Prezi, Facebook, Twitter, Instagram, MS Office, Adobe Creative Suite, Keynote, Adobe ImageReady, Photoshop, Pagemaker, Content Management Systems, Illuminate, Mail Chimp, Sendible, WooBox, Eventbrite etc.) or ability to learn very quickly
- Familiar with desktop publishing/graphic design experience preferred
- Understanding of Search Engine Optimization and writing for the web
- Sense of humor, dependable, excellent positive attitude
- Can effectively work in a diverse, multicultural environment
- Personal passion for preserving and protecting the natural world with a belief in the mission, principles, and values of Save the Redwoods League

IV. SUPERVISORY RESPONSIBILITIES:

- Supervise contract employees including the Redwoods Reporter, temporary employees, and volunteers working on special projects.

V. WORKING CONDITIONS & PHYSICAL EFFORT:

- Occasional weekend and evening responsibilities
- Some travel on airplanes and in cars
- Regularly sits at a desk or computer workstation
- Frequently moves about the office to collaborate with colleagues
- May walk on uneven ground while working off-site
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds.